

SMHM 4040 VISUAL MERCHANDISING – Fall 2010

Lecture: Tuesday; Lab: Thursday Class 9:00 – 10:50 pm, Chilton Hall, 387

COURSE DESCRIPTION (3 hrs):

Study and application of display principles as related to visual merchandising. Development of individualized plans for opening a small retail store. (*Additional lab supplies will be required to be purchased*).

OBJECTIVES: After successfully completing this course a student should be able to:

1. Gain a working knowledge of terminology pertinent to the field of visual merchandising and display.
2. Develop the ability to evaluate visual merchandising presentations, both window and interior display.
3. Plan, design, and install displays, primarily window displays.
4. Develop an understanding of problem-solving in designing the interior layout of a small retail store.
5. Understand the importance of store layout, space allocation, and merchandise presentation as a factor in maximizing department / store sales and profit.

TEXT: Silent Selling by Judith Bell and Kate Ternus.

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (SMHM Department)
E-MAIL: Sanjukta.Pookulangara@unt.edu
OFFICE HOURS: Monday – 12:30 – 1:30 pm; Tuesday/Thursday – 11:00 – 12:30 pm
Additional conference available by appointment

PREREQUISITITES: Students **must present a copy of their transcripts by the second class meeting** indicating completion of SMHM 2360 and 2400 or 2490 (3490) with a grade of at least a “C.” Please highlight the relevant classes on the transcript.

Blackboard: ecampus.unt.edu (online course accessory). This course is enriched with a Web CT component. Therefore, students must know their EUID and password.

Special Note: Many of the projects will utilize basic computer programs in MS Word, MS PowerPoint and Paint program. The student will be required to purchase particular supplies beyond the textbook for lab experiences. There are three exams and a final exam. **The final will be comprehensive.** Presentations are expected to be professional including professional attire. This course covers many facets with the purpose of preparing the student for the future; therefore, the course does expect a considerable amount of work from the student.

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

COURSE REQUIREMENTS AND GENERAL INFORMATION

ACADEMIC REQUIREMENTS

- Students entering the School of Merchandising and Hospitality Management are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising and hospitality management (SMHM) course completed in residence or transferred to UNT.

- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
 - a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
 - b. A minimum of 2.25 grade point average in all courses completed at UNT; and
 - c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 Undergraduate Catalog.

ACADEMIC ADVISING

- The SMHM Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.
- **Departmental Contact Information (Chilton Hall 331):**

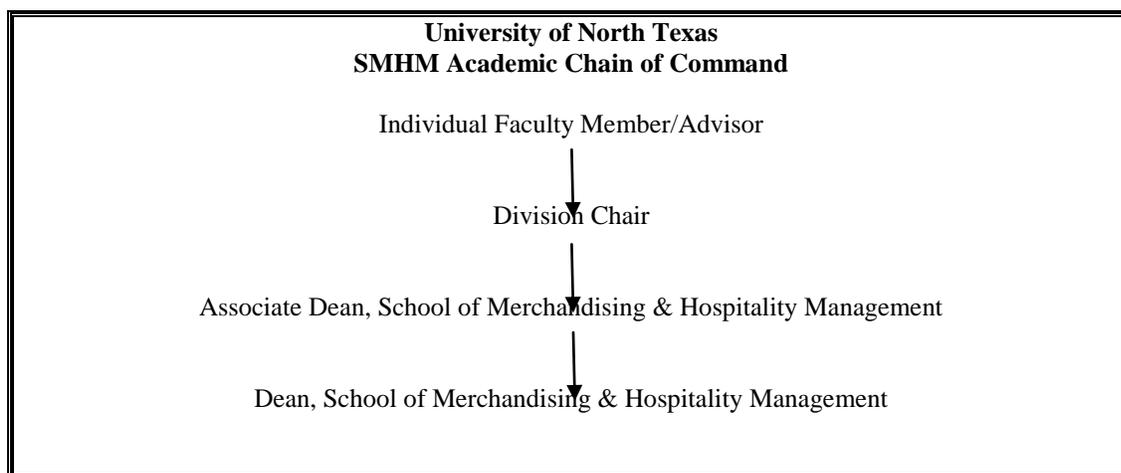
Hospitality (N-Z) and Digital Retailing	Lynne Hale	940.565.3518
Hospitality (A-M)	Ernestine Denmon	940.565.4810
Merchandising (A-O) and Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Megan Joyce	940.369.5304
- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day (September 9) to insure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. SMHM will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT Fall 2010 DATES

August 25	Last day for 100 percent refund
September 1	Last day to change schedule other than a drop.
September 9	Twelfth class day
September 10	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 16	Graduation applications due
October 6	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 16	Homecoming
October 29	Last day for a student to drop a course with consent of instructor.
November 19	Last day for an instructor to drop a student with a grade of WF for nonattendance.
November 19	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
November 25-28	Classes dismissed for Thanksgiving holiday. University closed.
December 4-10	Pre-finals week
December 10	Reading day. No classes.
December 11-17	Finals week.
December 17	Master's commencement
December 18	Undergraduate commencement

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or advisor** who will then help you navigate the Chain of Command shown below:



QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The School of Merchandising and Hospitality Management cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the *end of the first week* and make an appointment with the instructor to discuss your needs.

COURSE SAFETY STATEMENTS

Students in the School of Merchandising and Hospitality Management are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North

Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The School of Merchandising and Hospitality Management requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Class attendance will be recorded daily. Regular and punctual attendance is expected. Please be considerate of your classmates and come ON TIME! Absences will be excused on providing relevant documents. **These documents need to be presented to the instructor on the day the student resumes classes.** Documented emergencies, deaths, and illness are considered excused absences. The instructor also reserves the right to excuse a student from class on an individual basis with appropriate documentation and advance notification. **If the student has more than 3 absences which are undocumented it may lower the grade by one letter.** You are responsible for attending each class meeting and secure your own notes from another student in the class. **Poor attendance may result in the lowering of the final grade.**

ASSIGNMENT DUE DATES

Assignments and exercise are to be submitted on due dates that will be announced in advance. Assignments must be handed in **at the beginning of the class period** on the designated date. **Late work will not be accepted.**

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job opportunities, SMHM events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval. This includes "courses in a box" from other educational institutions (SMHM 2550, 4250, 4820, etc.). "Courses in a box" do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

GRADE DETERMINATION

Exams (300 pts.) Four exams will be given. Exams will be divided purposefully between items to assess the student's experience with the reading material and familiarity with the materials presented in class (e.g., video material, handouts, and lectures). You may drop the lowest scores of the three exams, final is comprehensive and mandatory.

Creating and Communicating the Brand Image (Business Project): This project encompasses the entire visual merchandising process. This is a capstone project and will require intensive work throughout the semester. Detailed project requirements will be discussed throughout the semester. **Please remember to utilize the class time for group meetings**

Store Comparison (50 pts.) – This project requires the student to visit similar stores and compare them on the concepts learned in the class

Tentative points for various assignments and exams during the semester are as follows:

Exams: 300 pts.

Window Display @90 points for each window: 180 pts.

Business Project: 335 points

Other Projects: 105 pts.

Detailed requirements for projects, field trips, and special events will be distributed throughout the semester. If you are absent on the day an assignment is distributed and discussed, it is your responsibility to obtain the necessary information.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

Total Points Possible: 905

90 - 100% = A = 815 - 905

60-69% = D = 543 - 633

80 - 89% = B = 724 - 814

Below 60% = F = 542 and below

70 - 79% = C = 634 - 723

Bonus Point Assignment: This is an optional assignment and will help you earn bonus points. Students will be provided the opportunity to participate in surveys for extra credit. Additionally, students will be encouraged to talk about visual merchandising related articles (**not more than two weeks old**) and discuss the same in class. Each student has the opportunity to earn a total of 15 possible points (i.e. three articles). **Bonus points will be awarded as and when possible. Please do not ask for additional bonus points!!**

* **Cell phone/pager penalty = -25!**

Tentative Course Calendar

Week of:	Tuesday	Thursday
Aug 24/26	No class	Introduction to Course, Business Project Overview Form Teams
Aug 31/Sep 02	Chapter 1: Creative Thinking: Getting out of the box Chapter 2: What is Visual Merchandising?	Business Image Teams will work together to form their strategies Window Project Assignment – Details Provide Teams select their window display dates
Sep 07/09	Chapter 3 – Core Design Strategies <i>Marketing Strategies due only if want feedback Teams will work on the first window sketch.</i>	Chapter 8 – Signing
Sep 14/16*	Exam 1 – Chapter 1,2,3,8, Business Image <i>Store Information Assignment due</i>	Signing Assignment in Class (Page 208)
Sep 21/23*	Chapter 4 – Layout and Fixture for Fashion Apparel <i>Store Atmospherics - Assignment due</i>	Layout Assignment in class
Sep 28/30*	Chapter 9– Lighting Chapter 5 – Fashion Apparel Wall set ups <i>Signing - Assignment due</i>	Wall Elevation Assignment in Class
Oct 05/07*	Trend Presentation Chapter 6 – Fashion Apparel and Accessory Coordination <i>Fixture and Lighting Layout Assignments Due</i>	Create Window Display Assignment
Oct 12/14*	Chapter 12: The magic of the Display Window <i>Wall Elevations - Assignment due</i>	Brand U: Attendance Mandatory
Oct 19/21*	Exam – Chapter 4 ,9, 5, 12	Fashion Accessory Assignment <i>Trend Board Paper due</i>
Oct 25/28	Chapter 7 – Home Fashion Presentation	Home Fashion Assignment
Nov 02/04*	Chapter 13: Mannequins and Mannequin Alternative <i>Window Display Assignment Due</i>	<i>Trend Board Presentation - The teams who are working on windows will go first</i>
Nov 09/11 *	Chapter 11 – Nontraditional retailing Chapter 14 – Building a Visual Merchandising Department Chapter 15 – Visual Merchandising Careers <i>Mannequin Assignment Due</i>	Store Comparison Assignment <i>Final budget due</i>
Nov 16/18*	Exam – Chapters 6, 7, 13 and Trend Presentation	Project Presentation – <i>The Final Project is due today for all the teams.</i>
Nov 23/25	Store Comparison Assignment – Due via turnitin	Thanksgiving Break!
Nov 30/ Dec 02*	Store Comparison Assignment - Present in class	Project Presentation
Dec 07/09	Project Presentation	Portfolio Due
Dec 14	Final Exam 8:00 am – 10:00 am	

* Window Display