School of Human Sciences
HMS 119.001: INTRODUCTION TO MERCHANDISING
Fall 2017

Instructor: Jamie Cupit, M.S.
Office: EDAN 131
Office Phone: 936-468-2238
Other Contact Information: D2L course email

Course Time & Location: MWF 8-8:50, EDAN 123
Office Hours: MWF 1-2, TR 10-11
Credits: 3
Email: jrcupit@sfasu.edu

Prerequisites: None

I. Course Description:

The fundamentals of merchandising from concept to consumer; an exploratory study of careers in fashion merchandising and interior merchandising. This course specifically addresses a merchandising program learning outcome which requires the submission of a critical assignment in LiveText. More information can be found under course assignments and activities.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things “The SFA Way”, by expecting the best from ourselves and from each other. We hold each other accountable when we fail to maintain these standards. Five “root principles” upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The objectives of this course support the University Vision to be a “high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders” and the University Mission to “provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship”. Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The objectives of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values to “prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development”. The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking; 2) Lifelong learning; 3) Collaboration and shared decision-making; 4) Openness to new ideas, to culturally diverse people, and to innovation and change; 5) Integrity, diligence, and ethical behavior; and; 6) Service that enriches the community.

Student learning outcomes for merchandising courses are aligned with the International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta-Goals--Industry Processes; Appearance and Human Behavior; Aesthetics and the Design Process; Global Interdependence; Ethics, Social Responsibility, and Sustainability; Critical, Creative, and Quantitative Thinking; and Professional Development.

Program Learning Outcomes:
The design of this course supports the Merchandising Program Learning Outcomes (PLOs) listed below:

1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her specific discipline using oral or written form.
4. *The student will be knowledgeable of the trends in merchandising.
5. The student will know the global issues facing merchandisers.

**Student Learning Outcomes:**
Upon completion of the course, the student will have the opportunity to:
1. Develop a basic understanding of merchandising.
2. Analyze the interrelationships between segments of the industry in both fashion and home interiors.
3. Learn the sequence of product development from raw materials to finished product to consumer.
4. Gain knowledge of industry terminology.
5. Develop an understanding of the scope of careers in the merchandising of fashion and home interiors products.

**III. Course Assignments, Activities, Instructional Strategies, use of Technology:**

Methods of instruction will include lecture, discussion, visual media and daily assignments. Students will be expected to be present in class to participate in career exploration activities as they relate to the course content, in addition to complete chapter exams and an individual trend forecasting assignment. Listed below is a breakdown of course activities and the points associated with each:

1. **4 Chapter Exams**
   - **Exam 1: In Fashion Chapters 1, 2, 3, 4**
     - The Nature of Fashion
     - The Environment of Fashion
     - The Movement of Fashion
     - The Business of Fashion
     - 50 pts.
   - **Exam 2: In Fashion Chapters 5, 6**
     - Textiles: Fibers and Fabrics
     - Leather and Fur
     - 50 pts.
   - **Exam 3: In Fashion Chapters 7, 8, 9**
     - Product Development
     - Fashion Apparel: Women’s, Men’s, Children’s, and Teen’s
     - Accessories
     - 50 pts.
   - **Exam 4: In Fashion Chapters 10, 11, 12**
     - Global Sourcing and Merchandising
     - Fashion Retailing
     - Fashion Auxiliary Services
     - 50 pts.

2. **Trend Forecasting**
   - 100 pts.
   Students will identify current trends and trace their origins in addition to researching predictions for next year's fashion trends. *(LiveText Required Submission no later than 12/1/16 @ 11:30 pm.)*

3. **Career Services Reflections**
   - 60 pts.
   Discuss the importance of professionalism, personal branding, and your online presence as it relates to your success as a student and in future career pursuits.

4. **Career exploration activities (12 @ 10 points each)**
   - 120 pts.
   Activities will take place throughout the semester during which students will have the opportunity to learn about various career paths and prepare a brief synopsis on their findings.

5. **Field Trip to Dallas**
   - 50 pts.
   Students will attend a mandatory field trip to Dallas during which they will visit a regional fashion center, have lunch in a fine dining experience at a luxury specialty retailer, and have a private talk with a wholesale custom jeweler.

6. **Field Trip Reflections**
   - 50 pts.
A reflective writing assignment that compiles the notes students took while on tour in Dallas and connects what they learned on the field trip to previous course content, including careers and professionalism.

7. **Fall Career and Internship Expo Attendance** 25 pts.
   Students will attend the career fair hosted by SFASU Center for Career and Professional Development.
8. **Fall Career and Internship Expo Assignment** 25 pts.
   Students will submit an assignment based on their attendance of the career fair and interactions with participants.

**Total Possible Points** 630 pts.

### IV. Evaluation and Assessments (Grading):

Evaluation and assessment will be based upon the assignments and exams listed above, in addition to a mandatory field trip which will allow students to participate in tours of a regional fashion market center and specialty retailer. The field trip will count as an excused absence for all students. However, students who do not attend, due to a University approved absence, will be required to complete an alternate assignment in its place. Failure to participate in the field trip or complete the assignment will result in a grade of “0” for the activity. The Fashion Forecasting assignment requires submission to LiveText. Failure to submit LiveText assignments will result in a grade of “0” for the corresponding assignment. The Fashion Forecasting assignment MUST be submitted in LiveText before the assignment is graded, regardless of its submission in DropBox. Each student should strive to earn as many points as possible.

The semester grade is based on a percentage of points earned.

<table>
<thead>
<tr>
<th>Grade Percentage:</th>
<th>Point Spread:</th>
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<tbody>
<tr>
<td>A – 90% and above</td>
<td>A – 630 – 567</td>
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<tr>
<td>B – 89 – 80%</td>
<td>B – 566 – 504</td>
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<tr>
<td>C – 79 – 70%</td>
<td>C – 503 – 441</td>
</tr>
<tr>
<td>D – 69 – 60%</td>
<td>D – 440 – 378</td>
</tr>
<tr>
<td>F – 59% and below</td>
<td>F – 377 and below</td>
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**Philosophy & Policy for Evaluation**

Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, the student must go above and beyond the basic requirements of the assignment.

A (Excellent) Student’s work is of exceptional quality and the solutions show depth of understanding of the assignment requirements. Submission is fully developed and presented well both orally and graphically. The full potential of the assignment has been realized and demonstrated. An “A” indicates work that is exceptional, out of the ordinary, and above and beyond what was required for the assignment. Hard work does not always yield this. Several “all-nighters” does not always yield this.

B (Good) Student’s work shows above average understanding and clear potential. All assignment requirements are fulfilled or exceeded and are clearly and concisely presented. Being in class every day does not always yield this.

C (Fair) Student’s work meets the minimum objectives of the course and solves major project requirements. Submission shows normal understanding and effort. Quality of submission, as well as the development of knowledge and skills is average. A “C” means you have done everything that was expected; you came to class, worked very hard, and generated a response to the assignment that was complete, average, and acceptable. It does not mean you have failed. Completing an assignment and working hard does not guarantee satisfactory results.
D (Poor) Student’s work shows limited understanding and/or effort. Minimum assignment requirements have not been met. Quality of submission or performance as well as development of knowledge and skills are below average.

F (Failure) Student’s work is unresolved, incomplete, and/or unclear. Minimum course objectives or assignment requirements are not met, and student’s submission shows lack of understanding and/or effort. Quality of submission is not acceptable. Merely completing a project does not mean it earns at least a passing grade.

Students should check their grade points at least once a week in the D2L course system. Any discrepancies in points must be resolved within one week after assignment grades have been posted. Otherwise, the posted grade points are considered final and will not be reviewed at a later date.

V. Tentative Course Outline/Calendar:

<table>
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<tr>
<th>WEEK</th>
<th>TOPIC</th>
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| 1    | Aug 28-Sep 1 Introduction to course, student introductions and career aspirations  
Chapter 1: The Nature of Fashion  
Career Exploration Activity #1 due in D2L DropBox Friday, 9/1 by 11:30 pm |
| 2    | Sep 4-Sep 8 Chapter 2: The Environment of Fashion  
Career Exploration Activity #2 due in D2L DropBox Friday, 9/8 by 11:30 pm |
| 3    | Sep 11-Sep 15 Chapter 3: The Movement of Fashion  
Career Exploration Activity #3 due in D2L DropBox Friday, 9/15 by 11:30 pm |
| 4    | Sep 18-Sep 22 Chapter 4: The Business of Fashion  
EXAM 1: InFashion Chapters 1, 2, 3, 4 Friday, 9/22  
Career Exploration Activity #4 due in D2L DropBox Friday, 9/22 by 11:30 pm |
| 5    | Sep 25-Sep 29 Career Services Presentations All Week:  
Professionalism  
First Impressions and Personal Branding  
Social Media and Your Online Presence  
Career Services Reflections due in D2L DropBox Friday, 9/29 by 11:30 pm |
| 6    | Oct 2-Oct 6 Chapter 5: Textiles-Fibers and Fabrics  
Career Exploration Activity #5 due in D2L DropBox Friday, 10/6 by 11:30 pm |
| 7    | Oct 9-Oct 13 Field trip overview and prep  
Field trip to Dallas Wednesday, 10/11  
Bus departs at 6:30 am and returns at 8:00 pm  
Field trip recap  
Field Trip Reflections due in D2L DropBox Friday, 10/13 by 11:30 pm |
| 8    | Oct 16-Oct 20 Chapter 6: Leather and Fur  
EXAM 2: InFashion Chapters 5, 6 Friday, 10/20  
Career Exploration Activity #6 due in D2L DropBox Friday, 10/20 by 11:30 pm |
| 9    | Oct 23-Oct 27 Chapter 7: Product Development  
Attend Fall Career and Internship Expo, must swipe/log in, 1-4 pm  
Fall Career and Internship Expo Assignment due in D2L DropBox Friday, 10/27 by 11:30 pm  
Career Exploration Activity #7 due in D2L DropBox Friday, 10/27 by 11:30 pm |
| 10   | Oct 30-Nov 3 Chapter 8: Fashion Apparel-Women’s, Men’s, Children’s  
Career Exploration Activity #8 due in D2L DropBox Friday, 11/3 by 11:30 pm |
VI. Readings (Required and recommended—including texts, websites, articles, etc.):

Required:

FEM Statement:
In this course you must purchase and activate the LiveText add-on, Field Experience Module (FEM), PRIOR to your first day of field experience/clinical teaching. Failure to purchase and activate the account and/or submit the required assignment(s) within the FEM system may result in course failure. FEM must be purchased from www.livetext.com for a fee of $18.00 for a multiple year subscription.

LiveText Statement:
This course uses the LiveText data management system to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA email to another account and do not receive an email concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:

“Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:
1. Course and program improvement, planning, and accreditation;
2. Instruction evaluation purposes; and
3. Making decisions on faculty tenure, promotion, pay, and retention.

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information: Found at https://www.sfasu.edu/policies

________  Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

________  Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

________  Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
submitting an assignment as one's own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another
  source; and/or,
- incorporating the words or ideas of an author into one's paper or presentation without giving the
  author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to, reprimand, no credit for the assignment or exam, re-
submission of the work, make-up exam, failure of the course, or expulsion from the university.

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow
procedures outlined in Academic Appeals by Students (6.3).

**Withheld Grades: Policy 5.5**
At the discretion of the instructor of record and with the approval of the academic unit head, a
grade of WH will be assigned only if the student cannot complete the course work because of
unavoidable circumstances. Students must complete the work within one calendar year from the
end of the semester in which they receive a WH, or the grade automatically becomes an F,
except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the
same course in future semesters, the WH will automatically become an F and will be counted as
a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the
ability of other students to learn from the instructional program. Unacceptable or disruptive
behavior will not be tolerated. Students who disrupt the learning environment may be asked to
leave class and may be subject to judicial, academic or other penalties. This policy applies to all
instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The
instructor shall have full discretion over what behavior is appropriate/inappropriate in the
classroom. Students who do not attend class regularly or who perform poorly on class
projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding
the iCare program is found at [http://www.sfasu.edu/judicial/earlyalert.asp](http://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

**Additional Information:**

**To complete Certification/Licensing Requirements in Texas related to public education and other
professional settings, you will be required to:**

1. Undergo criminal background checks for field or clinical experiences on public school campuses;
   the public school campuses are responsible for the criminal background check; YOU are
   responsible for completing the information form requesting the criminal background check. If you
   have a history of criminal activity, you may not be allowed to complete field or clinical experiences
   on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, driver’s license, state or
   providence ID cards, a national ID card, or military ID card to take the TExES exams (additional
   information available at [www.texas.ets.org/registrationBulletin/](http://www.texas.ets.org/registrationBulletin/)). YOU must provide legal documentation to be
   allowed to take these mandated examinations that are related to certification/licensing
   requirements in Texas. If you do not have legal documentation, you may want to reconsider your
   major while at SFASU.
3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder Martin at 936-468-1740 or snyderke1@sfasu.edu.

IX. Other Relevant Course Information
It is the student’s responsibility to come prepared for class. This means reading any materials necessary to participate in class discussions, etc. The time that you put into this class will be reflected in the grade you receive. Your course syllabus and schedule are posted to D2L for your convenience. Your instructor may also post assignments and other course materials to D2L as well as send class emails as needed. Please make sure that you check D2L frequently.

All assignments must be an individual’s work. All assignments should be neat, attractive and typed. All assignments are to be turned in at the beginning of the class period. In order to receive full credit, please ensure that your name is on the front page. Not having your name on an assignment will result in a 5 point deduction. Remember that LATE WORK WILL NOT BE ACCEPTED!!! In addition, NO ASSIGNMENTS WILL BE ACCEPTED DURING FINALS WEEK. It is the student’s responsibility to make sure that your work is turned in to the instructor in a timely manner.

Tests are to be taken on the assigned day. It is imperative that students arrive on time for testing. Anyone showing up after a student has already completed the test will not be allowed to take the test thereby forfeiting their grade. In other words, you will receive a ZERO. If a student does arrive late, you will only have the remaining class time to complete the test. You will not be allotted extra time. Students will need to have a NCS Pearson – Answer Sheet Form NO 30423 for all course exams.

To prevent distraction to the teacher and classmates, please turn off cell phones prior to entering the classroom and store them out of sight. Please do not leave the classroom to answer a cell phone; if you choose to do so you should not return to class. Students violating this policy will be asked to leave the class!!!