School of Human Sciences
HMS 463.601 PROMOTION OF FASHION AND INTERIOR PRODUCTS
Fall 2017

Instructor: Jamie Cupit, M.S.
Course Time & Location: TR 12:30-1:45 EDAN 123
Office: EDAN 131
Office Hours: MWF 1-2, TR 10-11
Office Phone: 936-468-2238
Credits: 3
Other Contact Information: D2L course email
Email: jrcupit@sfasu.edu

Prerequisites: Junior or senior standing

I. Course Description:

Activities and devices used in the fashion and interiors industries to encourage sales of merchandise and create goodwill including publicity, public relations, special events, fashion shows, personal selling, and advertising. Students must be junior or senior standing in order to enroll in this course.

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 following Merchandising Program Learning Outcomes (PLOs):

- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity and service) relative to the field of Human Sciences.
- 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.
- The student will demonstrate competence in his/her discipline (using oral and written forms.)
- The student will be knowledgeable of the trends in merchandising.
- The student will know the global issues facing merchandising.

“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

Student Learning Outcomes:
Upon completion of the course, the student will have had the opportunity to:
• Identify a target consumer, research their demographics and psychographics and apply to promotional techniques.
• Describe the scope and importance of promotion in the merchandising industry.
• Describe characteristics and importance of the functions of publicity, public relations, special events, fashion shows, personal selling, and advertising to sales promotion in the scope of the merchandising industry.
• Identify various types of advertising, cost and appropriate application.
• Demonstrate skills in planning for and budgeting promotional activities.

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

Methods of instruction will include lecture, discussion, visual media and daily assignments. This course will be structured as a hybrid course so the use of D2L for outside reading and submission of daily assignments is required. Students will develop a Promotion Plan to coordinate with the fashion or home interiors business they create in the Entrepreneurship course. Components of the Promotion Plan will be turned in as daily assignments to ensure students are making progress on the project. Course points are earned through the following activities and assignments/projects:

1. Chapter Exams (3 @ 100 points each) 300 points
2. Promotion Plan 350 points
   Students will develop a promotion plan for a fashion business which utilizes various promotional mix elements and includes multiple components such as a budget and calendar.
3. Promotion Plan Daily Assignments (20 points each) 140 points
   Students will submit various components of the promotion plan to ensure progress is being made on the completion of the project.
   a. Promotion Objectives
   b. Target Market
   c. Promotion Budget
   d. Direct Mail Piece
   e. Grand Opening Event
   f. Newspaper Advertisement
   g. Promotion Calendar
   Total Points 790 points

IV. Evaluation and Assessments (Grading):

The course is graded on a letter grade basis (A-F). Final grades will be determined by a percentage of total required points for the course. There are a total of 790 points to earn in this course and each student should strive to earn as many points possible. Listed below is the point breakdown:

Point Spread:          Grade Percentage:
A – 90% and above      A - 790 – 711
B – 89 – 80%           B - 710 – 632
C – 79 – 70%           C - 631 – 553
D – 69 – 60%           D - 552 – 474
F – 59% and below      F - 473 and below

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>
<thead>
<tr>
<th>WEEK</th>
<th>Topics/Assignments</th>
<th>Assigned Readings/Due Dates</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Tues, Aug 29&lt;br&gt;Thurs, Aug 31&lt;br&gt;Introduction to course, syllabus review, Promotion Plan&lt;br&gt;Promotion Plan detail, business brainstorming</td>
<td>Read Chapter 1</td>
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<td>2</td>
<td>Tues, Sep 5&lt;br&gt;Thurs, Sep 7&lt;br&gt;Chapter 1: Promotion and How It Works&lt;br&gt;Chapter 2: Consumer Behavior</td>
<td>Read Chapter 2&lt;br&gt;Read Chapter 3</td>
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<td>3</td>
<td>Tues, Sep 12&lt;br&gt;Thurs, Sep 14&lt;br&gt;Chapter 3: The Creative Process in Promotion</td>
<td>Read Chapter 5</td>
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<td>4</td>
<td>Tues, Sep 19&lt;br&gt;Thurs, Sep 21&lt;br&gt;Chapter 5: Promotion Organization&lt;br&gt;Out of class assignment for Promotion Plan</td>
<td>Target Market due in DropBox Thursday, September 21st by 11:30 pm&lt;br&gt;Read Chapter 6</td>
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<td>5</td>
<td>Tues, Sep 26&lt;br&gt;Thurs, Sep 28&lt;br&gt;Chapter 6: Promotion Planning and Budgeting&lt;br&gt;EXAM 1 – Chapters 1, 2, 3, 5, 6 taken in D2L by 11:30 pm</td>
<td>Read Chapter 7</td>
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<td>6</td>
<td>Tues, Oct 3&lt;br&gt;Thurs, Oct 5&lt;br&gt;Chapter 7: Traditional Media&lt;br&gt;Out of class assignment for Promotion Plan</td>
<td>Promotion Objectives due in DropBox Thursday, October 5th by 11:30 pm&lt;br&gt;Read Chapter 8</td>
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<td>7</td>
<td>Tues, Oct 10&lt;br&gt;Thurs, Oct 12&lt;br&gt;Chapter 8: New Media&lt;br&gt;Out of class assignment for Promotion Plan</td>
<td>Budget due in DropBox Thursday, October 12th by 11:30 pm&lt;br&gt;Read Chapter 9</td>
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<td>8</td>
<td>Tues, Oct 17&lt;br&gt;Thurs, Oct 19&lt;br&gt;Chapter 9: Advertising&lt;br&gt;Out of class assignment for Promotion Plan</td>
<td>Newspaper Ad due in DropBox Thursday, October 19th by 11:30 pm&lt;br&gt;Read Chapter 10</td>
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<td>9</td>
<td>Tues Oct 24&lt;br&gt;Thurs, Oct 26&lt;br&gt;Chapter 10: Direct Marketing&lt;br&gt;EXAM 2 – Chapters 7, 8, 9, 10 taken in D2L by 11:30 pm</td>
<td>Read Chapter 13</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Assignment</td>
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<td>Tues, Oct 31</td>
<td>Chapter 13: Fashion Shows and Special Events</td>
<td>Out of class assignment for Promotion Plan</td>
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<td>Thurs, Nov 2</td>
<td>Chapter 11: Public Relations</td>
<td>Out of class assignment for Promotion Plan</td>
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<td>Thurs, Nov 9</td>
<td>Chapter 12: Personal Selling</td>
<td>Out of class assignment for Promotion Plan</td>
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<td>Tues, Nov 14</td>
<td>Chapter 14: Visual Merchandising</td>
<td>Out of class assignment for Promotion Plan</td>
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<td>Thurs, Nov 16</td>
<td>Promotion Plan Presentations Tuesday, December 7</td>
<td>Final Exam Review</td>
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<td>Tues, Dec 5</td>
<td>Final Exam – Chapters 11, 12, 13, 14</td>
<td>Opens at 7:00am in D2L and closes at 11:30 pm</td>
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VI. Readings:


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 e-mail to another account and do not receive an e-mail 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:**