Prerequisites: HMS 343

I. Course Description:
Continued exploration of visual presentation techniques to maximize sales potential and consumer purchasing. Knowledge of elements and principles of design is further developed to create successful displays using home products, furniture, accessories, and textiles. Students will be placed with an area merchant to assist and create original displays. Some activities will be designed as a group.

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
This course enhances student learning in the area of visual display in the Interior Merchandising Program in the School of Human Sciences.

### Program Learning Outcomes

There is no specific program learning outcomes are addressed in this course.

This course supports Merchandising Program Learning Outcomes (PLOs) listed below:
- 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 specific 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.

### Student Learning Outcomes

**Upon successful completion of the course, the student will:**

- Further develop knowledge and deepen understanding of elements and principles and their importance to visual displays.
- Apply knowledge of elements and principles in designing and implementing merchandising displays.
- Gain awareness of unique and trendy merchandising techniques.
- Gain awareness of unique and trendy merchandising techniques.
- Further develop skills in planning and implementing merchandising displays through a variety of home products, furniture, accessories and textiles.
- Utilize team concepts to arrive at creative design solutions.
- Hands-on creation of a variety of displays in various retail spaces.
- Use cross-merchandising techniques in design displays.

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

**Course Assignments/Activities** include: in-class and out-of-class assignments and quizzes (may be announced or unannounced), elements and principles activities, research of display techniques, and creative displays. **Instructional Strategies** may include: lectures, class discussions, videos, group participation, field trips, and guest speakers. **Use of Technology** may include: WebCT, internet assignments, and word processing.

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

(Approximately 60 hours of time devoted to completion of work)

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>5 displays in glass cases</td>
<td>5 @ 100 points each</td>
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<tr>
<td>2 large displays in Fashion Gallery</td>
<td>@ 250 points each</td>
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Digital Photo journal of weekly display activities. 200 pts
Explanations of displays will address E’s & P’s

Daily log of hours and duties performed 100 pts

Final Exam: PowerPoint Presentation of Photo Journal 100 pts

Total points possible 1,400 pts

Grading Scale: 1400 - 1260 = A; 1259 - 1120 = B; 1119 – 980 = C; 979 - 840 = D; 839 – 0 = F

V. Tentative Course Outline/Calendar:

*Students will email instructor the dates that they can meet to arrange

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>1</td>
<td>1/16-1/18</td>
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<td>2 - 4</td>
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<td>5-8</td>
<td>2/13 – 3/8</td>
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<td>3/11 – 3/15</td>
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<td>10 - 12</td>
<td>3/20 – 4/12</td>
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<td>12 – 15</td>
<td>4/17 – 5/03</td>
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<td>16</td>
<td>5/07</td>
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VI. Readings (Required): None

Supplemental Readings:

LiveText Statement: Not utilized in this course
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 College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes such as course and program improvement, planning and accreditation, and instruction evaluation purposes. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical! Five extra credit point will be awarded for each student who completes the online course evaluation by the specified date.

In the 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:

**Attendance:**
Students are allowed three absences of any type in a long semester and one in a summer session. These absences cover any type of need such as illness, car problems, weddings, family emergencies, personal travel etc. If additional absences are incurred, the semester grade will be lowered one letter grade. If an extended illness occurs, please inform the instructor immediately so that she may make allowances; documentation will be mandatory. Attendance will be taken from the sign-in sheet circulated at each class session. Students are expected to arrive on time and remain for the entire class session to receive attendance credit. It is the student’s responsibility to sign-in himself/herself. Do not sign the attendance sheet for another student, nor ask the instructor to sign for you. Students may not sign the attendance sheet once the class session over.

**Students with Disabilities:**
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, 468-3004/468-1004 (TDD) 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/.

**Academic Integrity:**
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

**Withheld Grades Semester Grades Policy (A-54):**

*Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.*

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Acceptable Student Behavior:**

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 (see the Student Conduct Code, policy D-34.1). 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 prohibition 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.