Instructor: Sally Ann Swearingen, MFA

Course Time & Location: On-the job practicum; online assignments

Office: HMS South Room 101A

Office Hours: TBA

Office Phone: (936) 468-2371

Credits: 3 semester hours

E-mail: Use D2L course mail

Prerequisites: Letter from practicum supervisor and contract required before registration permit can be obtained to enroll for course.

I. Course Description:
Individualized instruction. Supervised on-the-job training program in the field. FEM required.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The mission of the College of Education is to prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development.

In the College of Education at Stephen F. Austin State University, we value and are committed to:

- Academic excellence through critical, reflective and creative thinking
- Life-long learning
- Collaboration and shared decision making
- Openness to new ideas, culturally diverse people and innovation and change
- Integrity, responsibility, diligence, and ethical behavior, and
- Service that enriches the community

The current draft of International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate

Program Meta-Goals was also considered in developing course goals which listed the following 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.

This course, like all Human Sciences courses, also aligns with the Family & Consumer Sciences (FCS) Body of Knowledge—the following group of 11 commonalities which unify and provide a foundation for professional practice for all FCS specializations including fashion merchandising:

1. Human Ecosystems—emphasis on connections between people and their physical, human-built, social/behavior environment
2. Life Course Development—consideration of individuals and families across time (ages, generations, historical periods)
3. Basic Human Needs—focus on meeting people’s needs for food, clothing, shelter, and relationships
4. Individual Well-Being—promotion of physical, emotional, material, social, and spiritual well-being
5. Family Strengths—development of strong families

6. Community Vitality—consideration of the surrounding environment of individuals and families

7. Wellness—promotion of optimal functioning in every dimension of life

8. Appropriate Use of Technology—encouragement of balanced, safe & ethical use of technology to improve quality of life for individuals and families

9. Global Interdependence—consideration of impact of individual actions on well-being of others in the world

10. Resource Development and Sustainability—identification of ways to meet today’s needs without endangering future generations

11. Capacity Building—proactive development of solutions which help individuals and families meet their full potential (encouragement of critical thinking, good communication skills, appreciation for diversity, engagement in public policy)

The design of this course supports the following Fashion 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 fashion/interior merchandising.
- The student will know the global issues facing the merchandising industry.

**Student Learning Outcomes:**

Students enrolled in the class will have a diverse work experience and may complete some or all of the following objectives. Upon successfully completing the course, the student will have had the opportunity to:

- Increase general knowledge concerning the operation of fashion and interior merchandising businesses through the example of the store to which assigned.
- Understand factors which contribute to successful management of a store and its departments, including but not limited to, merchandising methods, sales promotion, activities, personnel, management and training, operational procedures, and financial control techniques.
- Gain a realistic view of retailing as a possible career choice through actual work experience.
- Become aware of the importance of human relations as they apply to customers, co-workers, and supervisory personnel.
- Develop through personal experience and interaction an understanding of the characteristics, needs and wants of the customers the employer serves and how the business strives to satisfy them.
- Apply selling techniques appropriate to the merchandise, the store and its customers.
- Develop an awareness of the role of the current season in a retailer’s year.
- Develop an awareness of the role of visual merchandising and promotional activities in retailing.
- Develop a sense of priorities in the accomplishment of assigned responsibilities.
- Make a positive contribution to the department and the store as an employee and as an intern.
- Observe how technology is utilized in retail planning, inventory control, promotions and management.
- Develop an appreciation for the role of the retailer in the fashion/interior product marketing system as a place where merchandise and customers meet.
• Understand how to internally generated reports assist management in their merchandising activities and customers meet.
• Know specifics concerning policies and procedures of the store.
• Explain the flow of merchandise from the store’s unloading dock to the selling floor and into the customer’s home.

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

Method of instruction will be supervised on-the-job training. The employment is arranged directly by the student with the employer and must have the internship site approved by the faculty supervisor and submit required contact information no later than October 14. The course syllabus, course calendar, assignments, mail and grades will be available on the course D2L Course web page. STUDENTS ARE EXPECTED TO CHECK THE HOMPAGE, WEB MAIL AND COURSE CALENDAR REGULARLY. All e-mails and weekly reports are to be sent through the course web mail.

IV. Evaluation and Assessments (Grading):

A grading rubric is provided below. ALL criteria must be completed by the end of the semester in which the student is enrolled in order to receive the grade earned. If any one item is not submitted, a grade of F will be assigned. There are 800 possible points and the course grade will be percentage of points earned.

Grading Scale:  
A = 90-100%  500-450 points  
B = 80-89%  449-400 points  
C = 70-79%  399-350 points  
D = 60-69%  349-300 points  
F = 59% & below  299 or fewer points

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<th>CRITERIA</th>
<th>MAXIMUM PTS</th>
<th>EARNED PTS</th>
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<tr>
<td>Information Form, Student Agreement</td>
<td>50 points</td>
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<tr>
<td>• First day of internship (see due date in D2L)</td>
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<td>• Forms complete; objectives are realistic</td>
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<td>• Photo of you at the internship site.</td>
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<td>Weekly Log Reports</td>
<td>200 points</td>
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<td>• One for each week of the internship (if no hours were worked, must turn in a form each week containing explanation under comments)</td>
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<td>• Each covers Sunday thru Saturday period</td>
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<td>• Reports submitted by following Tuesday by 11:30 pm</td>
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<td>• Hours recorded correctly</td>
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<td>• Reports complete; show thought &amp; analysis</td>
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<td>Final work log due August 10 by 11:30 pm</td>
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<tr>
<td>Flyer for Internship Site</td>
<td>50 points</td>
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<tr>
<td>• Submitted by: see date in D2L</td>
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<tr>
<td>• Provide physical location, web address, phone number for the site</td>
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<td>• Show at least 3 pictures—of merchandise, store front, etc.</td>
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<td>• Be sure to discuss why this is such a great store, what products are they known for, etc.</td>
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Checklist of Learning Activities 50 points
- Submitted on or before August 10 by 11:30 pm
- Provides date each activity first experienced
- Adequate number of experiences

Student Self-Evaluation 50 points
- Submitted on or before than August 10 at 11:30 pm
- Thorough; shows thought & analysis
- Neat; easy to read

Employer Evaluation (this will be provided by employer) 50 points
- Received by instructor directly from employer
- Student fulfilled agreement with business (begin/end dates; worked hours assigned; arrived on time for work; professional behavior/dress)

Letter of appreciation to supervisor 50 points
- Submitted on or before August 10 at 11:30 pm
- Correct business letter form
- Submit file to instructor; print and mail to employer

Possible 500 points Earned ______

V. Tentative Course Outline/Calendar:

Whenever you start the internship, students should begin completing internship hours. Submit Weekly Report 1 covering those hours & keep submitting Weekly Reports as follows until hours worked total at least 200 hours:

Submit Weekly Report 1 no later than Tuesday after completion
Submit Weekly Report 2 no later than Tuesday after completion; etc.

On or before the last class day
Submit completed Learning Activity Checklist, Student Evaluation, and Letter of Appreciation.

VI. Readings (Required and recommended—including texts, websites, articles, etc.):

Required reading will include any reading requested by employer or needed for assignments/reporting purposes such as store policy documents, employee handbook, fashion/interior design books, newspapers, periodicals or websites. There is no required textbook for the course.

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 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**
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.

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 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:

1. Have the merchandising related business approved by the instructor prior to accepting employment and have employer create a letter on company letterhead stating the student will be working with them. Need the supervisor’s name, email, phone number and physical address. This is to verify employment with the company and all instructor to contact the employer.

2. Students must complete a minimum of 200 hours of work experience with the same business. You might want to record a few more than 200 hours in case there is a calculation mistake. Please keep a copy of each weekly report for your records. DO NOT COUNT LUNCH BREAK TIME ON YOUR REPORT. (Example: If you worked 10am-6pm with a 30 min. lunch break, record this as working 10am-1pm & 1:30-6pm for a total of 7.5 hours.)

3. All deadlines must be met or the assigned points will be forfeited.

4. Please begin immediately collecting information and start writing on the material needed to complete the requirements of the notebook. Set up the format of the notebook and complete sections as the information is available. Review what you are missing frequently and ask questions at an appropriate time to fill in the missing information.

5. All requirements must be submitted by the last day of class to allow time to complete grading and to submit grades as the university requires. There will be no WH grades given except in extreme situation and with approval of the instructor and director of the School of Human Sciences.

6. The Information Sheet, Student Agreement Form must be turned in at the beginning of the internship.

7. Please contact the instructor by e-mail or phone for assistance, questions about the class or problems that one encounters.

8. D2L Course Page: The course syllabus and calendar, reports, mail and grades will be posted on the course home page. Students are required to check the course web page weekly for any instructional information.
9. **Cell Phones:** Cell phone use is absolutely not allowed during work hours. Cell phone must be turned off and stored out of sight when work hours begin and remain off and out of sight until work is completed each day unless requested to do otherwise by employer.

10. **Dress:** Modest, comfortable dress is expected for work. Students are expected to follow dress requirements of employer. Generally, business casual is suggested for fashion employment. This may include: a jacket, modest full-length pant or knee-to-calf length skirt, modest shirt with sleeves, and closed-toe shoes. Hair of shoulder-length or longer should be pulled up or back. Common professional dress errors to avoid are denim clothing, tennis shoes, sandals or flip-flops, sleeveless clothing, tight-form-fitting clothing, bare midriffs, and low-cut tops for women. Employers generally expect students to arrive dressed and groomed appropriately ready to go to work, to have a pleasant demeanor and to be friendly and welcoming and use customary common courtesy when in contact with customers.

**REMEMBER:** As an intern, you represent yourself, your family, the merchandising program, the School of Human Sciences, and Stephen F. Austin State University. The reputation of all depends on you exhibiting professional behavior. Being respected by your employer and co-workers often leads to good references which may help you get promotions and future jobs. Don’t let us down! Use this opportunity to build your own reputation!