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. HMS 463 Promotion of Fashion and Interior Products is a 3 hour credit course. This course will typically be taught two days a week for 150 minutes for 15 weeks culminating with a 2-hour final exam week 16. Students have 8 significant weekly assignments, 1 major capstone project, 3 exams and a final examination. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

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

The objectives of this course support the University Mission to be a “comprehensive institution dedicated to excellence in teaching, research, scholarship, creative work, and service. Through the personal attention of our faculty and staff, we engage our students in a learner-centered environment and offer opportunities to prepare for the challenges of living in the global community.”

The objectives of this course support the James I. Perkins College of Education (PCOE) Mission to “prepare competent, successful, caring, and enthusiastic professionals from diverse backgrounds dedicated to responsible service, leadership, social justice, and continued professional and intellectual development in an interconnected global society.”

Student learning outcomes for Merchandising courses are aligned with the International Textile 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:

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

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 Merchandising.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, good work ethic, and adequate preparation for employment) expected in the field of Merchandising.
3. The student will demonstrate competence in his/her field using oral, written, and visual communication.
4. The student will be knowledgeable of global issues in the field of Merchandising.
Student Learning Outcomes:
Upon completion of the course, the student will have had the opportunity to:
1. Identify a target consumer, research their demographics and psychographics and apply to promotional techniques.
2. Describe the scope and importance of promotion in the merchandising industry.
3. 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.
4. Identify various types of advertising, cost and appropriate application.
5. Demonstrate skills in planning for and budgeting promotional activities.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Methods of instruction will require students to complete all learning activities online through D2L in this hybrid course. However, several face-to-face meeting dates will take place throughout the semester, as needed, to work on daily activities for the capstone project. Students will complete a comprehensive promotion plan which requires them to create a promotion strategy for the business plan developed in HMS 452: Entrepreneurship. As a component of the promotion plan, students will complete major sections of the plan as daily activities to ensure progress is being made toward completion of the project. Also, students will complete four major unit exams throughout the semester.

Students are required to complete a total of six hours of community service documented by the facility at which the hours were completed. Merchandising faculty will assist in facilitating the connection between the student and the location of service to be completed. The six hours of service will count for each course the student is enrolled during the current academic semester…not six hours per course enrolled. It is the student’s responsibility to complete the hours, fill in the service learning log, and submit it to the D2L Dropbox.

IV. Evaluation and Assessments (Grading):
Evaluation and grading will be based upon the assignments and exams listed below. There are a total of 750 points to earn in the course, and students should strive to earn as many points as possible.

1. Student Introduction Discussion post 20 points
2. Chapter Exams (4 @ 50 points each) 200 points
3. Promotion Plan 350 points
4. Promotion Plan Daily Assignments (20 points each) 120 points
5. Service Learning Log (6 total documented hours) 60 points

TOTAL POSSIBLE POINTS 750 points

Grade Percentage: Point Spread:
A: 90% and above A: 750 – 675
B: 89% to 80% B: 674 – 600
C: 79% to 70% C: 599 – 525
D: 69% to 60% D: 524 – 450
F: 59% and below F: 449 and below
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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<tbody>
<tr>
<td>WEEK 1</td>
<td>Course introduction and overview</td>
<td>Student introduction discussion post due by August 30 at 12:00 pm (20 points)</td>
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<tr>
<td>8/26-8/30</td>
<td>Syllabus review</td>
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<td>Promotion Campaign assignment review</td>
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<tr>
<td>WEEKS 2-5</td>
<td>Chapter 1: Promotion and How It Works</td>
<td>Daily assignment: Target Market due in D2L DropBox, September 20 by 12:00 pm (20 points)</td>
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<td>9/2-9/6</td>
<td>Chapter 2: Consumer Behavior</td>
<td>Exam 1: Chapters 1-4 due September 27 by 11:30 pm (50 points)</td>
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<td>9/9-9/13</td>
<td>• Daily assignment: Target Market</td>
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<td>9/16-9/20</td>
<td>Chapter 3: The Creative Process in Promotion</td>
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<td>9/23-9/27</td>
<td>Chapter 4: Fashion Forecasting</td>
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<td>WEEKS 6-7</td>
<td>Chapter 5: Promotion Organization</td>
<td>Exam 2: Chapters 5 &amp; 6 due October 11 by 11:30 pm (50 points)</td>
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<tr>
<td>9/30-10/4</td>
<td>Chapter 6: Promotion Planning and Budgeting</td>
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<td>10/7-10/11</td>
<td>• Daily assignment: Promotion objectives</td>
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<td>• Daily assignment: Promotion budget</td>
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<td>• Daily assignment: Promotion calendars</td>
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<td>WEEKS 8-9</td>
<td>Chapter 7: Traditional Media</td>
<td>Daily assignment: Promotion objectives due in D2L DropBox, October 18 by 12:00 pm (20 points)</td>
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<td>10/14-10/18</td>
<td>Chapter 8: New Media</td>
<td>Daily assignment: Promotion budget due in D2L DropBox, October 18 by 12:00 pm (20 points)</td>
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<td>10/21-10/25</td>
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<td>Daily assignment: Promotion calendars due in D2L DropBox, October 25 by 12:00 pm (20 points)</td>
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<td>Chapter 9: Advertising</td>
<td>Exam 3: Chapters 7 &amp; 8 due October 25 by 11:30 pm (50 points)</td>
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<td>• Daily assignment: Print ad creative</td>
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<td>Chapter 10: Direct Marketing and Sales Promotion</td>
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<td>• Daily assignment: Direct mail creative</td>
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<td>Chapter 11: Public Relations</td>
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<td>Chapter 12: Personal Selling</td>
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<td>THANKSGIVING HOLIDAY</td>
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<td>Chapter 13: Fashion Shows and Special Events</td>
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<td>12/2-12/6</td>
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VI. Readings (Required and recommended—including texts, websites, articles, etc.):


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 http://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 (including the first 12 day attendance report) 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;
- 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;
- 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 Early Alert Program at SFA.

IX. Other Relevant Course Information:

University Policies and Information---This class will adhere to all applicable university policies. Students should read and be familiar with these policies, found in the course syllabus and on the SFASU website.

Course Participation and Attendance---Attendance and logging into D2L regularly is critical for success in a face-to-face, hybrid, or online course. Students are expected to come to class to participate in discussions and presentations. Likewise, students are expected to login to D2L to receive course announcements and email, retrieve posted documents, and check course grades. All assignments must be submitted as directed in the course syllabus, whether during class (F2F) or in the D2L Dropbox. Please do not wait until the last minute to ask questions about assignments that are due…emailing the instructor questions at the last minute could result in questions being unanswered and a missed deadline or poor grade.

Assignments---To receive points for an assignment, it must be submitted as instructed, through the D2L Dropbox or in class. To receive credit, any work must have the student name prominently displayed. Any work submitted to the instructor for grading must be neat and professionally done, whether instructed to complete it by hand or digitally. Late work will automatically be penalized 5 points, even if it is only minutes late. It is your responsibility to submit your assignments on time…you are allowed adequate time to complete them. Missing work submitted more than one week after its original due date or during dead week will only be eligible for half credit. Absolutely no student work will be accepted after the last scheduled meeting time. In other words…no work may be submitted during finals week.

Exams---Students are expected to be on-time to begin each exam. Those arriving late will not be granted additional exam-taking time. Those arriving after any other students have completed the exam and left the room will not be allowed to take the exam and will receive zero points for the exam. To begin the exam and during the exam period, the student work area must be cleared of all materials except the scantron answer sheet and/or instructor provided answer sheet and pencil or pen. All books and papers must be closed and stored out of sight beneath the seat or table. Cell phones must be turned off and stored out of sight during exams. No caps or sunglasses should be worn during exams. No electronic listening devices of any kind may be used during exams. Students may not leave the room then return again to finish an exam. If a student must leave the room, the exam must be turned in prior to exiting. Students must read and follow directions in filling in the scantron answer sheet correctly. Failure to fill out the form correctly may result in a penalty of up to 10 points. For exams taken electronically in D2L---you must complete the exam/quiz during the time which it is available in D2L. Please note that all exams/quizzes in D2L are timed and once the time expires, you will not be allowed to finish the exam or make any changes. Once the exam/quiz closes, you will no longer have access to it. If you fail to complete the exam during that window of time, you will receive a “0” for the exam/quiz grade.

According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. Zero points will be recorded for an exam when missed for unacceptable reasons. When an acceptable reason arises, to receive points, the student must notify the instructor PRIOR TO THE EXAM and provide written documentation/proof for the reason upon returning to class. Only if these two requirements are met, the grade earned on the final exam will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final exam time. Any requests for other times
for the final exam must be for legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.

**Use of Electronics (Laptops, Cell phones, Tablets)**---Cell phone use is not allowed during class or exam time, unless otherwise instructed. Cell phones must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismisses at each class meeting. Cell phones are a distraction to the instructor and to other students in the course…please be mindful of that! Laptops and tablets may be used in class for class purposes ONLY, except during exams. There may be times during which you are instructed to utilize laptops or tablets for in-class activities in order to enrich learning. However, the instructor has the right to ban computers for the remainder of the semester in the class if students are observed during any class meeting to be using devices for inappropriate purposes unrelated to class.

**Honors Contracts**---Any requests for honors contracts must be presented to the instructor, discussed, approved and submitted to the Honors office before the end of the third week of classes. This is the student’s responsibility, not the instructor’s.