## I. Course Description:
Techniques for visual presentation of merchandise used to maximize product sales potential, focus is on display, merchandising a sales area, space utilization, lighting, tools, and equipment.

Students will study the following:
1. function of display and interrelationship with merchandising industry
2. planning and budgeting for visual merchandising
3. types of display windows, both interior and exterior, and other locations for display
4. principles and elements of design in visual merchandising
5. types of displays
6. lighting
7. merchandise presentation in the fashion/interior retail environment
8. related trade associations and resources
9. careers in visual merchandising

## II. Course Justification:
*MRCH 3320 Visual Merchandising is a 3 hour credit course. This course will typically be taught one day a week for 150 minutes for 15 weeks culminating with a 2-hour final exam week 16. Students have significant readings, 4 daily assignments, 5 major displays with signage, 16 display critiques, 2 major exams and a comprehensive final examination. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

## III. Intended Learning Outcomes/Goals/Objectives:
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](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 cultural diverse people, and to innovation and change, 5) Integrity, responsibility, diligence, and ethical behavior, and 6) Service that enriches the community.

James I. Perkins College of Education Diversity Statement is found at: http://coe.sfasu.edu/about-us/

Student learning outcomes: for merchandising courses are aligned with 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.

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 know the global issues facing merchandising.

This course supports Merchandising Student Learning Outcomes (SLOs) listed below:

1. Investigate the role of visual merchandising.
2. Define and properly use visual merchandising terminology.
3. Describe the components of a display.
4. Analyze and evaluate various types of displays.
5. Relate the elements and principles of design to display functions and apply them to visual merchandising.
6. Develop knowledge of lighting techniques appropriate for visual merchandising.
7. Research about the variety and use of visual merchandising forms and props.
8. Evaluate guidelines for effective space utilization.

For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp.

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

Instructional techniques include:

1. 2 Chapter Test (total of 200 pts.)
   Test 1: Chapter 1 – 8, 16, 18, 22
   Color & Texture
   Line & Composition
   Lighting
   Types of Displays
   Window Construction
   Interior/Exterior of store
   Display Construction
Attention Getting Devices
Masking and Proscenia
Signage & Graphics

Test 2: Chapter 12 – 15, 17, 19, 20, 21, 27 & Mannequins 100 pts.
Fashion Accessories
Mannequins, Mannequin Alternatives
Home Furnishings, Hard Goods, Food Display
Dressing Fixtures
Fixtures & Modular Fixtures
Furniture as Props
Point-of-Purchase
Familiar Symbols
Sales Ideas

2. Final Exam 100 pts.
Chapters 1 – 8, 12 – 21, 27 & Mannequins
Chapters 23, 25, & 26 (new material)

3. Visual Displays (total of 500 pts.)
Using the elements and principles of design as related to displays, students will create a:
Shadow Box Display 100 pts.
Element Display 100 pts.
Principle Display 100 pts.
Interiors Meet Fashion 100 pts.
Concept Display 100 pts.

(5. Community Service 6 hours per semester–documented 60 points)
Form to fill out is in Dropbox. (omitted Fall 2020. These points are deducted from the total possible points below.)

6. Daily Grades 50 points

Total Possible Points 850 pts.

V. Evaluation and Assessments (Grading):
Evaluation and assessment will be assignments and tests listed above. Each student should strive to earn as many points as possible. The semester grade is based on a percentage of points earned.

Grade Percentage:  Point Spread:
A – 90% and above  A – 765 - 850
B – 89 – 80%  B – 680 - 764
C – 79 – 70%  C – 595 - 679
D – 69 – 60%  D – 510 - 594
F – 59% and below  F – 509 and below

VI. Tentative Schedule:  ‘Tentative Course Schedule and Reading Assignments’

<table>
<thead>
<tr>
<th>DATE</th>
<th>Week 1</th>
</tr>
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<tbody>
<tr>
<td>August 25</td>
<td>Intro to Course</td>
</tr>
<tr>
<td></td>
<td>Ch. 1 – Why Do We Display?</td>
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<tr>
<td>Week 2</td>
<td>Sept. 1</td>
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<thead>
<tr>
<th>Week 3</th>
<th>Sept. 8</th>
<th>Ch. 6 – Exterior of the Store</th>
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<tbody>
<tr>
<td></td>
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<td>Ch. 7 – Display Window Construction</td>
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<td></td>
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<td>Ch. 8 – Store Interiors</td>
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<tr>
<th>Week 4</th>
<th>Sept 15</th>
<th>Ch. 16 – Attention Getting Devices</th>
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<tr>
<td></td>
<td></td>
<td>Ch. 18 – Masking &amp; Proscenia</td>
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<td>Ch. 22 – Signage &amp; Graphics</td>
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**TEST 1: Chapters 1 – 8, 16, 18, 22 (online)**

*Plan Shadow Box Display*

<table>
<thead>
<tr>
<th>Week 5</th>
<th>Sept 22</th>
<th>Shadow Box Display</th>
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<tr>
<th>Week 6</th>
<th>Sept. 29</th>
<th>Ch. 15 – Furniture as Props</th>
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<tbody>
<tr>
<td></td>
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<td>Ch. 17 – Familiar Symbols</td>
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<td>Ch. 19 – Sale Ideas</td>
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<tr>
<th>Week 7</th>
<th>Oct. 6</th>
<th>Element Display</th>
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<tr>
<th>Week 8</th>
<th>Oct. 13</th>
<th>Ch. 12 – Fixtures</th>
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<tbody>
<tr>
<td></td>
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<td>Ch. 13 – Dressing Fixtures</td>
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<td>Ch. 14 – Modular Fixtures</td>
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<thead>
<tr>
<th>Week 9</th>
<th>Oct. 20</th>
<th>Ch. 20 - Fashion Accessories</th>
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<tbody>
<tr>
<td></td>
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<td>Ch. 21 - Home Furnishings, Hard Goods &amp; Food Display</td>
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<td>Ch. 27 – Point-of-Purchase</td>
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<tr>
<th>Week 10</th>
<th>Oct. 27</th>
<th>Creative Display/Principle</th>
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<tr>
<th>Week 11</th>
<th>Nov. 3</th>
<th>Ch. 23 – Merchandise Planning</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Ch. 25 – Store Planning &amp; Design</td>
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<td>Ch. 26 – Changing Face of Visual</td>
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<thead>
<tr>
<th>Week 12</th>
<th>Nov. 10</th>
<th>Concept Display</th>
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<table>
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<tr>
<th>Week 13</th>
<th>Nov. 17</th>
<th>Fashion Meets Interiors Display</th>
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<tr>
<th>Week 14</th>
<th>Nov. 24</th>
<th>THANKSGIVING HOLIDAY 🎄</th>
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<tr>
<th>Week 15</th>
<th>Dec. 3</th>
<th>Wrap up and review</th>
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<tr>
<th>Week 16</th>
<th>Dec 7 - 10</th>
<th>FINAL EXAM (online)</th>
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<td>Closes Dec. 10 at 4:00 p.m.</td>
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VII. **Required textbook:**


VIII. **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 including:

1. Course and program improvement, planning, and accreditation
2. Instruction evaluation purposes
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 COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

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.

IX. Student Ethics and Other Policy Information:

1. 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.

2. 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, 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/.

3. Student Academic Dishonesty: Policy 4.1
   Abiding by university policy on academic integrity is a responsibility of all university faculty and
   students.

   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).
4. 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 by the deadline set by the instructor of record, not to exceed 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., Military Service Activation (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.

5. Student Code of Conduct: Policy 10.4
Disruptive Behavior--Interference or disruption of students, faculty, administration, staff, the educational mission, or routine operations of the university is prohibited. Such activity includes, but is not limited to, behavior in a classroom or instructional program that interferes with the instructor or presenter's ability to conduct the class or program, or the ability of others to profit from the class or program. To remain in the vicinity of activity that is disrupting normal university functions when requested to leave by a university official is prohibited. 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.

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


X. Other Relevant Course Information:

*Virtual Office/Student Hours
I conduct my office hours (as much as I can) as if we were still in person! I want to see your face and get to visit with you. :) If you came to my physical office for office hours and another student was there, you would wait in the hall until I finished with the person who was already there, and then you would come in and have your time with me. What that means for you now that we are on Zoom is that when you follow the link below and log on to the office hours, you will be put into a "waiting room." You'll see a message that I will let you in shortly. If there is no student there already, I will immediately let you in. If you have to wait for a few minutes, that means I'm with someone. Don't worry, I WILL get to you in the order that you entered the waiting room. Even it is past the time for my office hours to end, I'll get to everyone who logs on! So if you have to wait, please be patient and know that I haven't forgotten you are there.

Regular and punctual attendance is expected at all classes. Punctual attendance means being in a classroom chair at the time class begins. It is very distracting to have students walk in after the class has begun. If you are going to be more than 10 minutes late do not bother coming to class. You will need to get the notes from fellow classmates. If a student has an unexcused absence, you will forfeit any daily grades, handouts and/or class assignments given during that class period. Do not attempt to turn in any late assignments!!!

Supplemental materials or handouts will only be distributed one time in class - students who are not in attendance cannot receive these at a later time. The course syllabus, course calendar, assignments, mail and grades will be posted on the course page in D2L. Web-directed activities or assignments may substitute for class attendance only on days specified on course calendar, in web-page email, or announced in class. Students are expected check the home page, web mail and course calendar prior to each class and to be prepared for each class meeting by reading the assigned materials.
Please refer to the General Bulletin for excused absences and the required documentation. The only exception to late work being accepted is if the proper documentation is presented to the instructor within two class periods of the return to class.

On designated planning, display assemble, and dismantle days, students must be present for all days to participate in the display and receive a grade. The group display will require planning and cooperative work among group members to be completed in a timely manner. All students are expected to do their share of planning, providing props, setting up and dismantling the display and returning to proper storage all equipment. In addition, the expenses of each display are to be shared equally among group members. These factors will be taken into consideration when assigning grades.

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 syllabi and schedule are posted to D2L for your convenience. Your instructor may also post assignments and course materials to D2L as well as send class emails. Please make sure that you check D2L frequently.

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. 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. If a student needs to leave the room, the exam must be given to the instructor prior to doing so. Upon returning, the student may continue to take the exam. If a student leaves the exam without doing so, that student forfeits the remainder of the exam.

Serious illness, University sponsored events, or family emergencies are the only exceptions for a test to be missed and documentation for an excused absence is required. The student must contact (by email or phone) the teacher prior to missing a test. If proper documentation is provided, the final exam will count twice and replace the missed exam grade. This will only count for one missing grade.

To prevent distraction to the teacher and classmates, please turn off cell phones prior to entering the classroom and store them out of sight. Repeat, Out-of-Site!!! Please do not leave the classroom to answer a cell phone, if a student does, they should not return to the classroom. Students violating this policy will be asked to leave the class.

Laptop Computers—Computers may be used in class for class purposes ONLY. Instructor reserves the right to ban computers in the classroom for all students if the privilege is abused by even one student, i.e. students are observed to be using computers for inappropriate purposes or for purposes unrelated to this class.

Eating and drinking of beverages and the use of tobacco is prohibited in all classrooms and instructional laboratories unless otherwise noted by professor.

If it becomes necessary to contact students, the teacher will use the titan accounts through MY Courses. Please be certain that you check your e-mail for the class frequently. There may be times when notifications and assignments will be posted through D2L.

Disclaimer: This syllabus represents a "best" plan for this course; however, plans can change when circumstances necessitate change. Any changes to this syllabus will be announced to the class in a timely manner. Your feedback is greatly appreciated to aid in the development of this class for future classes.