School of Human Sciences  
MRCH 1302:620 INTRODUCTION TO RETAILING AND MERCHANDISING  
Fall 2021

<table>
<thead>
<tr>
<th>Instructor:</th>
<th>Jamie Cupit, M.S.</th>
<th>Course Time:</th>
<th>MWF: 9:00-9:50</th>
<th>Prerequisites:</th>
<th>None</th>
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<tbody>
<tr>
<td>Office:</td>
<td>EDAN 131</td>
<td>Course Location:</td>
<td>F2F/Livestream</td>
<td>Virtual Office Hours via ZOOM:</td>
<td>M/W: 10:00 – 12:00</td>
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<td>EDAN 123</td>
<td>T/R: 1:00 – 2:00</td>
<td>F: by appointment</td>
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<tr>
<td>Phone:</td>
<td>Office (936) 468-2238</td>
<td>Credits:</td>
<td>3 hours</td>
<td>Email:</td>
<td>For course related issues, please use the e-mail feature in Brightspace in MyCourses</td>
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<td>HMS Office: (936) 468-4502</td>
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I. Course Description:

Introduction to the retailing environment, types of retailers, the employment of retailing techniques, historical and current factors that influence retailing, analysis of the industry as a profession, professional opportunities, and future outlook.

MRCH 1302: Introduction to Retailing and Merchandising is a 3 hour credit course. This course will typically be taught three days a week for 150 minutes for 16 weeks culminating with a 2-hour final exam during week 16. Students have weekly reading quizzes and discussion posts, 2 comprehensive writing assignments, a several smaller, content-specific activities, in addition to a field trip and Career Fair. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

Stephen F. Austin State University, the James I. Perkins College of Education, and the School of Human Sciences are committed to inclusion and supporting diversity in the classroom and on campus. The James I. Perkins College of Education Diversity Statement is found at the following link: [http://coe.sfasu.edu/about-us/](http://coe.sfasu.edu/about-us/)

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

The complete listing of the standards associated with the PLOs, SLOs, assignments, and assessments are located on the PCOE website.

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:

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 this course, the student will have the opportunity to:
1. Develop a basic understanding of Merchandising.
2. Analyze the interrelationships between segments of the industry in both fashion and interiors.
3. Learn the sequence of produce development from raw materials to finished product to consumer.
4. Gain knowledge of industry terminology.
5. Develop and understanding of the scope of careers in the Merchandising of fashion and interiors products.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Methods of instruction will include lecture, discussion, visual media, and individual assignments and projects that allow the student to apply course content and theories to critical thinking activities. All learning materials will be uploaded within modules in D2L and all assignments will be submitted electronically to D2L. Students will complete weekly reading quizzes after the chapter is covered. In order to address the career exploration component of the course, the office of Career and Professional Development will make four presentations on selected topics, after which students complete a reflection paper. Students will have the opportunity to participate in a career expo and explore various career paths within the industry, as well as a field trip to Dallas. In addition to the weekly contact hours required for the course, all F2F 3 credit hour courses must incorporate 150 minutes of asynchronous instruction into the course. In order to accomplish this, students will be expected to thoroughly review the textbook, resulting in weekly chapter reading quizzes.

Students are required to complete a total of six hours of community service documented by the facility at which the hours are completed. Merchandising faculty will assist in facilitating the connection between the student and the site, if necessary. The six hours of service will count for each merchandising course the student is enrolled during the academic semester.

Students can reach the instructor for office hours via ZOOM during the times that are listed on the first page of the course syllabus. A personal meeting room has been set up, so the student should utilize the ZOOM invitation link below when/if they need to meet during the instructor’s scheduled virtual office hours.

Topic: Jamie Cupit’s Personal Meeting Room

Join Zoom Meeting
https://sfasu.zoom.us/j/9364682238?pwd=S0lWZXNFL2FTOHNQQXpVN1Mwa3k1UT09

Meeting ID: 936 468 2238
Passcode: cupitMRCH

IV. Evaluation and Assessments (Grading):

Evaluation and grading is based upon the assignments and exams listed below. There are a total of 900 points to earn in the course, and students should strive to earn as many points as possible.

1. Chapter reading quizzes (12 @ 20 points each) 240 points
2. Weekly Chapter discussion activities (10 points each) 120 points
3. Career and Professional Development Presentations and Reflections 120 points
4. Fall Career and Internship Fair Presentation, Attendance and Assignment 100 points
5. Field trip to Dallas with Reflection Paper 100 points
6. Chapter 6 YouTube Video activity 20 points
7. Chapter 9 YouTube Video activity 10 points
8. Chapter 10 NPR activity 30 points
9. Service Learning Log 60 points
10. Final Exam (compilation of Spotlight features presented in textbook) 100 points

TOTAL POSSIBLE POINTS 900 points
Grade Percentage:  
A: 90% and above  
B: 89% to 80%  
C: 79% to 70%  
D: 69% to 60%  
F: 59% and below  

Point Spread:  
A: 900 – 810  
B: 809 – 720  
C: 719 – 630  
D: 629 – 540  
F: 539 and below

V. Tentative Course Outline/Calendar:

<table>
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<tr>
<th>WEEK</th>
<th>Readings/Topics</th>
<th>Activities/Due Dates</th>
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| 1 Aug 23-Aug 27 | Instructor introduction/Course/program overview/Syllabus review  
College Graduate Skills and Abilities | Acquire textbook  
Read course syllabus thoroughly  
Review course calendar for due dates |
| 2 Aug 30-Sept 3 | Chapter 1: The Nature of Fashion  
• Spotlight on Innovators (p. 7)  
• Spotlight on Careers (p. 13)  
• Spotlight on Sustainability (p. 16) | Chapter 1 Discussion due 9/3 @ 11:30 pm  
Chapter 1 Reading Quiz, Open 9/3 @ 8:00 am until 11:30 pm  
Career and Professional Development presentation on Professionalism, September 3 @ 9:00 am (20 points attendance) |
| 3 Sept 6-Sept 10 | Chapter 2: The Environment of Fashion  
• Spotlight on Innovators (p. 26)  
• Spotlight on Careers (p. 30)  
• Spotlight on Sustainability (pp. 34-35) | Chapter 2 Discussion due 9/10 @ 11:30 pm  
Chapter 2 Reading Quiz, Open 9/10 @ 8:00 am until 11:30 pm  
Career and Professional Development presentation on First Impressions and Personal Branding, September 10 @ 9:00 am (20 points attendance) |
| 4 Sept 13-Sept 17 | Chapter 3: The Movement of Fashion  
• Spotlight on Innovators (pp. 46-47)  
• Spotlight on Careers (p. 54)  
• Spotlight on Business (pp. 60-61) | Chapter 3 Discussion due 9/17 @ 11:30 pm  
Chapter 3 Reading Quiz, Open 9/17 @ 8:00 am until 11:30 pm  
Career and Professional Development presentation on LinkedIn and Your Job Search, September 17 @ 9:00 am (20 points attendance) |
| 5 Sept 20-Sept 24 | Chapter 4: The Business of Fashion  
• Spotlight on Innovators (pp. 68-69)  
• Spotlight on Careers (p. 74)  
• Spotlight on Business (pp. 78-79) | Chapter 4 Discussion due 9/24 @ 11:30 pm  
Chapter 4 Reading Quiz, Open 9/24 @ 8:00 am until 11:30 pm  
Career and Professional Development Reflections due in D2L DropBox, September 24 by 11:30 pm |
<p>| 6 Sept 27-Oct 1 | Chapter 5: Textiles-Fibers and Fabrics | Chapter 5 Discussion due 10/1 @ 11:30 pm |</p>
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<tr>
<th>Date</th>
<th>Events</th>
<th>Assignments</th>
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<tr>
<td>7 Oct 4-Oct 8</td>
<td>• Chapter 6: Leather and Fur ZOOM &lt;br&gt;• Spotlight on Innovators (p. 112) &lt;br&gt;• Spotlight on Business (pp. 116-117) &lt;br&gt;• Spotlight on Careers (p. 122)</td>
<td>Chapter 6 Discussion due 10/8 @ 11:30 pm &lt;br&gt;Chapter 6 YouTube Video activity due in DropBox 10/8 @ 11:30 pm &lt;br&gt;Chapter 6 Reading Quiz, Open 10/8 @ 8:00 am until 11:30 pm</td>
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<td>8 Oct 11-Oct 15</td>
<td>• Field trip preparation &lt;br&gt;• Career Fair preparation</td>
<td>Field Trip to Dallas on Tuesday, October 12…mandatory!! (50 points attendance) &lt;br&gt;Career and Professional Development presentation on How to Work a Career Fair, October 13 @ 9:00 am (25 points attendance)</td>
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<td>9 Oct 18-Oct 22</td>
<td>• Chapter 7: Product Development &lt;br&gt;• Spotlight on Innovators (p. 137) &lt;br&gt;• Spotlight on Careers (pp. 142-143) &lt;br&gt;• Spotlight on Business (p. 146)</td>
<td>Attend Fall Career and Internship Fair on Wednesday, October 20, 1:00 – 4:00 pm (50 points) @ BPSC Grand and Twilight Ballroom &lt;br&gt;Chapter 7 Discussion due 10/22 @ 11:30 pm &lt;br&gt;Chapter 7 Reading Quiz, Open 10/22 @ 8:00 am until 11:30 pm</td>
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<td>10 Oct 25-Oct 29</td>
<td>• Chapter 8: Fashion Apparel-Women’s, Men’s, Children’s &lt;br&gt;• Spotlight on Innovators (pp. 160-161) &lt;br&gt;• Spotlight on Careers (pp. 164-165) &lt;br&gt;• Spotlight on Business (pp. 168-169)</td>
<td>Chapter 8 Discussion due 10/29 @ 11:30 pm &lt;br&gt;Chapter 8 Reading Quiz, Open 10/29 @ 8:00 am until 11:30 pm &lt;br&gt;Field Trip Reflections due 10/29 @ 11:30 pm in D2L DropBox</td>
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<td>11 Nov 1-Nov 5</td>
<td>• Chapter 9: Accessories &lt;br&gt;• Spotlight on Innovators (pp. 180-181) &lt;br&gt;• Spotlight on Careers (p. 190) &lt;br&gt;• Spotlight on Sustainability (p. 191)</td>
<td>Chapter 9 Discussion due 11/5 @ 11:30 pm &lt;br&gt;Chapter 9 YouTube Video activity due in DropBox 11/5 @ 11:30 pm &lt;br&gt;Chapter 9 Reading Quiz, Open 11/5 @ 8:00 am until 11:30 pm &lt;br&gt;Fall Career and Internship Fair assignment due 11/5 @ 11:30 pm in D2L DropBox</td>
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<td>12 Nov 8-Nov 12</td>
<td>• Chapter 10: Global Sourcing and Merchandising &lt;br&gt;• Spotlight on Innovators (pp. 200-201)</td>
<td>Chapter 10 Discussion due 11/12 @ 11:30 pm &lt;br&gt;Chapter 10 NPR activity due in DropBox 11/12 @ 11:30 pm</td>
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<td>Date</td>
<td>Topic</td>
<td>Assignments</td>
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| 13 Nov 15-Nov 19  | Chapter 11: Fashion Retailing  
- Spotlight on Innovators (pp. 226-227)  
- Spotlight on Careers (pp. 230-231)  
- Spotlight on Business (pp. 240-241) | Chapter 11 Discussion due 11/19 @ 11:30 pm  
Chapter 11 Reading Quiz, Open 11/19 @ 8:00 am until 11:30 pm |
| 14 Nov 22-Nov 67 | THANKSGIVING HOLIDAY                                                 | THANKSGIVING HOLIDAY                                                       |
| 15 Nov 29-Dec 3   | Chapter 12: Fashion Auxiliary Services  
- Spotlight on Innovators (pp. 250-251)  
- Spotlight on Careers (pp. 252-253)  
- Spotlight on Sustainability (p. 258) | Chapter 12 Discussion due 12/3 @ 11:30 pm  
Chapter 12 Reading Quiz, Open 12/3 @ 8:00 am until 11:30 pm  
Service Learning Log due in DropBox 12/3 @ 11:30 pm |
| 16 Dec 6-Dec 10   | FINAL EXAM                                                            | Due in DropBox no later than Wednesday, December 8 @ 11:30 pm  
DropBox will only be open from 12/6 @ 8:00 am – 12/8 @ 11:30 pm |

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

Required:
ISBN: 978-1-5013-1075-1

**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/

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**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.

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**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/

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**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).

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**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
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. Bystanders, if their presence incites or adds to the disruption, as well as more active participants in the disruptive activity, may be in violation of this policy as well. Engaging in physical violence of any nature against any person. This includes fighting; assaulting; battering; using a knife, gun, or other weapon; or acting in a manner that threatens or endangers the physical health or safety of any person or causes a reasonable apprehension of such harm.

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.

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

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 Communication—Attendance and logging into Brightspace 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 Brightspace 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 Brightspace 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.

My communication with you likely will be done almost entirely via Brightspace. I prefer that all course-related email be sent via the Brightspace Email tool; you are also welcome to email me at jrcupit@sfasu.edu. (Please note that Brightspace mail is NOT your @jacks.sfasu.edu account; Brightspace mail is contained within Brightspace.)
My goal is not to let the online delivery medium isolate us from each other; on the contrary, I want it to work for us. Timely replies are essential to that goal. My policy is that an email received between Monday morning and Friday at noon will receive a reply within 24 hours (and often much sooner). Emails sent between Friday at noon and Sunday night will receive replies on the first weekday after they are received (i.e. if you send an email on Friday at 11 p.m., it might be Monday before you get an answer).

When communicating to the class as a whole (or defined subsets of students), I will use the News/Announcements feature in Brightspace. If I need to contact a student individually, I will send a message via Brightspace email. Students are highly encouraged to setup email and announcement notifications to ensure communications are not missed.

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---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.