I. Course Description:

Capstone course in which each student designs a creative visual showcase exhibiting their knowledge of trends, elements and principles of design, and merchandising techniques gained throughout their coursework.

II. Course Justification:

MRCH 4102 Merchandising Showcase is a 1-credit hour course. This course meets 100 minutes one time per week for 6 weeks, contains a 120-minute final exam in week 7 for a total of 720 minutes of instruction. Students in the course will create a capstone project—a free-standing original individual display to include a digital portfolio. Weekly activities include: researching display techniques and presenting these ideas, creating a gallery floor plan to allocate space to each student, sketching 3 original displays, participating in advertising the showcase on social media, and creating a professional image of the display to be added to the digital portfolio. Students must participate in 6 hours of Community Service for the semester to meet program/school requirements. For every hour a student spends engaging with the course content, they spend at least two hours completing associated activities.

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

Faculty, staff, alumni, and students of Stephen F. Austin State University believe in doing things "The SFA Way," by expecting the best from ourselves and each other. We hold each other accountable when we fail to maintain these standards. Five "root principles" upon which the SFA Way is grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The objectives of this course support the University Vision to be "a high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders" and the University Mission to "provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship." Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop a commitment to responsible global citizenship.

The objectives of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals, and Core Values to "prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development." The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking, 2) Lifelong learning, 3) Collaboration and shared decision-making, 4) Openness to new ideas, to culturally diverse people, and 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 fashion 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. Asterisks indicate the goals addressed specifically by this course.
Program Learning Outcomes

This course enhances student learning and serves as one of the foundation courses in the Merchandising program in the School of Human Sciences. No specific program learning outcomes for this major are addressed in this course.

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

- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
- The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic, and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
- The student will demonstrate competence in his/her specific discipline (using oral and written forms.).
- The student will know the global issues facing fashion merchandising.

Student Learning Outcomes

- Gain information on a variety of careers in merchandising and the importance of mathematics to each.
- Review fundamentals of arithmetic (percentages, fractions, decimals.)
- Practice practical word problems which occur in everyday merchandising situations.
- Become familiar with principles and terminology important to understanding profitable merchandising.

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

V. Evaluation and Assessments (Grading):

The course is graded on a letter grade basis (A-F). The final grade will be determined by a percentage of the total required points for the course.

Course Points are earned through:

1. Class assignments: Floor Plan Layout, Research of Display Techniques, and Presentation of Findings 100 pts,
2. Quality Display Sketches (3) 100 pts.
3. Research of Fashion Trends Utilizing the Historic Costume Collection 100 pts.
4. Social Media Advertising, 100 pts
5. Community Service, 60 pts
6. Senior Exhibit to include Quality, Appearance, Signage, Professionalism, and Creativity 1000 pts.
7. Being On-Time for Senior Reception for Parents and Clean-up 200 points
8. Gallery Clean-up; Returning Props, Clothing, etc. to Original Location; 200 points
9. Attitude and Participation 200 points
11. Final Exam 100 points.

Total possible points: 2,100

*Grading scale:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>A (represents exceptional work-above &amp; beyond expectations)</td>
</tr>
<tr>
<td>80-89%</td>
<td>B (represents above-average work)</td>
</tr>
<tr>
<td>70-79%</td>
<td>C (represents average work)</td>
</tr>
<tr>
<td>60-69%</td>
<td>D (represents somewhat unacceptable work—not up to expectations)</td>
</tr>
</tbody>
</table>

*Note: A letter grade may be deducted from the final grade for having more than 1 absence.
VI. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10/20</td>
<td>Course overview to include determining the date for the Senior Show. View invitation from last year.</td>
<td>Research display ideas Create a preliminary floor plan allocating space for student displays.</td>
</tr>
<tr>
<td>2</td>
<td>10/27</td>
<td>Students share gallery layout with the class and research display techniques. Students begin to plan their individual area of the gallery with mannequins, and other display materials.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>11/3</td>
<td>Discuss the invitation and dates for senior display. Create a schedule for students to keep Gallery Open. Students start putting up individual displays to include signage, and students picture.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>11/10</td>
<td>Students continue working on displays for showcase. Finalize displays by Friday at 5:00 PM. Parents to come to campus on Saturday, Nov. 8</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>11/17</td>
<td>Students to write up reflection paper over senior showcase process.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>THANKSGIVING HOLIDAY</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>12/01</td>
<td>Takedown displays, put all materials back in their original location, and clean the gallery</td>
<td>All students help take down displays and put up merchandise.</td>
</tr>
<tr>
<td>7</td>
<td>12/6-8</td>
<td>FINAL EXAM is due in Dropbox by Wednesday, Dec. 8 by 11:59 PM.</td>
<td></td>
</tr>
</tbody>
</table>

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

Textbook: None. Readings will be provided in the course in Brightspace.

VIII. 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.

Additional Note: Students will receive an email stating the time frame during which evaluations will be available for completion. 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 is expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, the 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. NOTE: As a courtesy, faculty permit students ONE free (or up to a week) undocumented absences per course each semester. After the third absence, students will be dropped one letter grade on their semester total grade.

Additional Note: This course is a web-enhanced face-to-face course. Regular, punctual attendance is required on regularly scheduled class days and is important for success in the course. Students are expected to attend for the full class period and are required to be responsible for any information or materials given in class. Supplemental materials or handouts given in class 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 Desire to Learn (D2L) course web page. Web-directed activities or assignments may substitute for class attendance only on days specified on the course calendar, in web-page email, or announced in class. Students are expected to check the homepage, webmail, and the course calendar before each class and to be prepared for each class meeting by reading the assigned materials.

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 promptly 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 the 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 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 to compute 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 violate 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 weapons; 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](http://www.sfasu.edu/counselingservices)
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
[www.sfasu.edu/humanservices/139.asp](http://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 policies in the General Bulletin.

**Assignments**—To receive points for an assignment, it must be submitted AS INSTRUCTED, through D2L Dropbox or in class. To receive credit, any work must have a student name prominently displayed on the first page, or if in a folder or notebook, on the outside as well. No late work will be accepted.

**Facilities**—According to the Department of Human Sciences Building Policy, eating and drinking of beverages are prohibited in all classroom and instructional laboratories unless these are part of the instructional process. This policy will be enforced.

**Mobile Phones**—Cell phone use is not allowed during class or examinations. Cell phones must be off and stored out of sight when class begins and remain off and out of sight until class is dismissed at each class meeting.
**Laptops Computers & Tablets**—Laptop computers & tablets may be used in class for class purposes ONLY, except during exams (see exam policy above), unless banned by the instructor. The instructor can ban computers for the remainder of the semester in the class if students are observed during any class meeting time to be using devices for inappropriate purposes unrelated to class.

**Dress**—Modest, comfortable dress is expected of all students for regular classes. For class presentations, professional dress is required of students. In general, the professional dress includes a jacket or jacket substitute such as a vest or cardigan, modest full-length pants or knee-to-calf length skirt, a 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, flip-flops, sleeveless clothing, underwear that shows, tight-form-fitting clothing, bare midriffs, and low-cut tops which reveal male chest or female cleavage, low-rise pants that reveal naval, abdomen, or upper hips.