I. Course Description:

MRCH 3304: Retail Trend Analysis and Forecasting is a three semester credit hour, lecture course. Students in this course will study aesthetics and related concepts with application to fashion and interior retailing and merchandising and develop skills in the evaluation of the aesthetic components needed to create appealing retail merchandising environments. The systemic and analytical processes used to predict and understand changes in societal and consumer behavior will also be addressed through forecasting and analyzing trends. Major topics in the course include the aesthetic experience, branding, factors influencing aesthetic evaluation and preference, elements of design, and principles of design as well as data collection related to culture, economy, and technology that may influence future trends and buyer preferences. This course is typically taught two days a week for 150 minutes for 15 weeks culminating with a 2-hour final exam week 16. Students have weekly readings, 2 capstone projects, module quizzes and assignments, and content exams. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

PCOE Diversity Statement:
The James I. Perkins College of Education is committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect and shared responsibility, faculty, staff and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion and spiritual values in order to enhance the quality of life in a diverse, global community.

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, students will have the opportunity to:
1. Develop awareness of aesthetic aspects of the human experience.
2. Comprehend the interrelationship between the elements and principles of design.
3. Demonstrate skill in using the elements and principles of design for problem-solving in the creative process.
4. Evaluate the elements and principles of design to make wise selections of products to be merchandised.
5. Use elements and principles of design to enhance product presentation and merchandising techniques.
6. Analyze consumer research related to design to predict sales.
7. Design a trend forecast which reflects the buying behavior of a targeted demographic and product.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Methods of instruction will include lecture, discussion, and visual media. The course syllabus, course timeline, assignments, email, and grades will be available through Brightspace. In addition, students will complete all course exams in Brightspace on the assigned date. Students are expected to check the Brightspace course page and course email daily. Livestream class activities and projects will require hands-on application of course concepts by students.

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. 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.

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=S0lWZXNFL2FTOHNQXpVN1Mwa3k1UT09
Meeting ID: 936 468 2238
Passcode: cupitMRCH

IV. Evaluation and Assessments (Grading):
Evaluation and grading will be based upon the assignments and exams listed below. There are a total of 540 points to earn in the course, and students should strive to earn as many points as possible.

- Introductory Discussion Post 20 points
- Elements of Design Assignment 90 points
- Principles of Design Assignment 70 points
- Retail Store Design Project 100 points
- Excellence in Brand Merchandising Project 100 points
- Midterm Exam 50 points
- Final Exam 50 points
- Service Learning 60 points

Total Possible Points 540 points
V. Tentative Course Timeline

<table>
<thead>
<tr>
<th>WEEK</th>
<th>ACTIVITIES/ASSIGNMENTS/DUE DATES</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td>Getting Started Syllabus Review, Course description, outline, and activities</td>
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<tr>
<td>8/28 – 9/3</td>
<td>Student Introduction Discussion Activity due by September 3 @ 12:00 noon</td>
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<td>WEEK 2</td>
<td>Module I – An Introduction</td>
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<tr>
<td>9/4 – 9/10</td>
<td>Read Chapter 1: The Changing Face of Retail</td>
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<td>Review Excellence in Brand Merchandising Project Guidelines</td>
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<td>WEEK 3</td>
<td>Read Chapter 7: In-Store Experience</td>
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<td>9/11 – 9/17</td>
<td>Read PowerPoint and review content on Light and Color</td>
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<td>WEEK 4</td>
<td>Module II – Identifying and Understanding Customers</td>
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<td>9/18 – 9/24</td>
<td>Read Chapter 8: Cybersecurity</td>
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<td>WEEK 5</td>
<td>Read PowerPoint and review content on Elements of Design</td>
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<td>9/25 – 10/1</td>
<td>Review Elements of Design Assignment Guidelines</td>
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<td>WEEK 6</td>
<td>Module III – Trend Identification</td>
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<td>10/2 – 10/8</td>
<td>Read Chapter 9: Customer Journey</td>
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<td>WEEK 7</td>
<td>Read PowerPoint and review content on Principles of Design</td>
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<td>10/9 – 10/15</td>
<td>Review Principles of Design Assignment Guidelines</td>
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<td>WEEK 8</td>
<td>MIDTERM EXAM: Modules 1-3; Chapters 1, 7-9, Light and Color PowerPoint</td>
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<td>10/16 – 10/22</td>
<td>Open from 10/16 @ 8:00 am until 10/18 @ 11:30 pm</td>
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<td>Excellence in Brand Merchandising Project due by October 22 @ 12:00 noon</td>
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<td>WEEK 9</td>
<td>Module IV – Merchandise Planning</td>
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<tr>
<td>10/23 – 10/29</td>
<td>Read Chapter 2: Merchandise Financial Planning</td>
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<td>Review Retail Store Design Project Guidelines</td>
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<td>WEEK 10</td>
<td>Read Chapter 3: Assortment Management</td>
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<td>10/30 – 11/5</td>
<td>Elements of Design Assignment due by November 5 @ 12:00 noon</td>
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<td>WEEK 11</td>
<td>Module V – Retail Strategy</td>
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<td>11/6 – 11/12</td>
<td>Read Chapter 4: Fulfillment</td>
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### WEEK 12
11/13 – 11/19
Read Chapter 5: Pricing

**Principles of Design Assignment due by November 19 @ 12:00 noon**

### WEEK 13
11/20 – 11/26
**THANKSGIVING BREAK**

### WEEK 14
11/27 – 12/3
Module VI – The Retailing Revolution

Read Chapter 6: Marketing

### WEEK 15
12/4 – 12/10
Service Learning Log due by December 10 @ 12:00 noon

Retail Store Design Project due in Discussion Forum by December 10 @ 12:00 noon

Comments on all other classmates’ projects due by Sunday, December 10 @ 11:30 pm

### WEEK 16
12/11 – 12/15
**FINAL EXAM: Modules 4-6; Chapters 2-6, Elements and Principles of Design**

Open from 12/11 @ 8:00 am until 12/12 @ 11:30 pm

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

**REQUIRED:**

**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 Policy**

**Important course related policies:**

- **Course Grades (Including WH), Policy 5.5**
- **Final Course Grade Appeals by Students, Policy 6.3**
- **Academic Accommodation for Students with Disabilities, Policy 6.1**
- **Appeal Procedure Relating to the Provision of accommodations for students with Disabilities, Policy 6.6**
- **Class Attendance, Policy 6.7**
**Code of Student Conduct and Academic Integrity, Policy 10.4**

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**Other SFA Policy Information**

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**IX. Resources**

**On-campus Resources:**
SFASU Counseling Services • [www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)
Health and Wellness Hub (corner of E. College and Raguet) • 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

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**X. 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 Brightspace 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 Brightspace---you must complete the exam/quiz during the time which it is available in Brightspace. Please note that all exams/quizzes in Brightspace 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.