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. 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, creating a gallery floor plan to allocate space to each student, designing an original display, and presenting their student 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.

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, the student will have the opportunity to:
1. Demonstrate advanced skill and understanding in the application of the elements and principles of design to an original display
2. Apply knowledge of trends and unique merchandising techniques to an original display
3. Utilize effective graphics in signage and digital portfolio to an original display
4. Express professionalism in visual and written communication

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

Methods of instruction will require students to complete the submission of some learning activities online through D2L and utilize personal time to create and execute a digital display of their student work. In addition, students will complete Career Exploration discussion activities as it relates to various fashion industry career opportunities. To summarize the digital exhibit experience, and make connections to future career opportunities, students will write a reflection paper about their individual display.

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.

Join Zoom Meeting
https://sfasu.zoom.us/j/9364682238?pwd=S0lWZXNFL2FTOHNQQQpVN1Mwa3k1UT09

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 800 points to earn in the course, and students should strive to earn as many points as possible.

1. Student Introduction Discussion 20 points
2. Career Exploration Discussions (16 @ 20 pts. each) 320 points
3. Senior Digital Exhibit 200 points
   a. Quality
   b. Appearance
   c. Signage
   d. Professionalism
   e. Creativity
4. Senior portfolio submission in D2L 100 points
5. Final Exam/Reflection paper 100 points
6. Service Learning (6 semester hours) 60 points

TOTAL POSSIBLE POINTS 800 points

Grade Percentage:                        Point Spread:
A: 90% and above                         A: 800 – 720
B: 89% to 80%                            B: 719 – 640
C: 79% to 70%                            C: 639 – 560
D: 69% to 60%                            D: 559 – 480
F: 59% and below                         F: 479 and below
V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td>8/28 – 9/1</td>
<td>Complete Student Introduction Discussion by 9/1 @ 11:30 pm</td>
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<tr>
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<td>Getting Started, Introduction to course, Syllabus review</td>
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<td>Course expectations, Senior Exhibit review</td>
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<td>WEEK 2</td>
<td>9/4 – 9/8</td>
<td>Complete Trend Forecasting discussion by 9/8 @ 11:30 pm</td>
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<td>UNIT 1: Careers in Raw Materials, Manufacturing, and Design in the Fashion Industry</td>
<td>Complete Textile Design and Product Development discussion by 9/8 @ 11:30 pm</td>
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<td></td>
<td>• Trend Forecasting</td>
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<td>• Textile Design and Product Development</td>
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<td>WEEK 3</td>
<td>9/11 – 9/15</td>
<td>Complete Sourcing discussion by 9/15 @ 11:30 pm</td>
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<td></td>
<td>• Sourcing</td>
<td>Complete Production discussion by 9/15 @ 11:30 pm</td>
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<td>• Production</td>
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<td>WEEK 4</td>
<td>9/18 – 9/22</td>
<td>Complete Promotion discussion by 9/22 @ 11:30 pm</td>
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<td>• Promotion</td>
<td>Complete Sales discussion by 9/22 @ 11:30 pm</td>
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<td>• Sales</td>
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<td>WEEK 5</td>
<td>9/25 – 9/29</td>
<td>Complete Resource Management discussion by 9/29 @ 11:30 pm</td>
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<td>• Resource Management: Finance, Accounting, and Human Resources</td>
<td>Complete Fashion Design discussion by 9/29 @ 11:30 pm</td>
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<td></td>
<td>• Fashion Design</td>
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<td>WEEK 6</td>
<td>10/2 – 10/6</td>
<td>Complete Development and Design discussion by 10/6 @ 11:30 pm</td>
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<td>UNIT 2: Careers in Product Development and Sales for the Fashion Retailer</td>
<td>Complete Promotion in Retailing discussion by 10/6 @ 11:30 pm</td>
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<tr>
<td></td>
<td>• Product Development and Design by the Retailer</td>
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<td></td>
<td>• Promotion in Retailing</td>
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<td>WEEK 7</td>
<td>10/9 – 10/13</td>
<td>Complete Merchandising for the Retailer discussion by 10/13 @ 11:30 pm</td>
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<td>• Merchandising for the Retailer</td>
<td>Complete Management for the Retailer discussion by 10/13 @ 11:30 pm</td>
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<td>• Management for the Retailer</td>
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<td>WEEK 8</td>
<td>10/16 – 10/20</td>
<td>Complete Fashion Styling and Visuals discussion by 10/20 @ 11:30 pm</td>
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<td>UNIT 3: The Ancillary Businesses</td>
<td>Complete Fashion Scholarship discussion by 10/20 @ 11:30 pm</td>
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<tr>
<td></td>
<td>• Fashion Styling and Visuals as Ancillary Businesses</td>
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<td></td>
<td>• Fashion Scholarship</td>
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<td>WEEK 9</td>
<td>10/23 – 10/27</td>
<td>Complete Environments discussion by 10/37 @ 11:30 pm</td>
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<td></td>
<td>• Environments: Websites, Exteriors, and Interiors</td>
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<td></td>
<td>• Beaty, Spa, and Wellness</td>
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## WEEK 10
10/30 – 11/3  
Review criteria and guidelines for Senior Digital Showcase, Presentation, and Portfolio  
Begin to collect samples of coursework, plan ideas for display

## WEEK 11
11/6 – 11/10  
Continue work on Digital Showcase, Presentation, and Portfolio

## WEEK 12
11/13 – 11/17  
Continue work on Digital Showcase, Presentation, and Portfolio

## WEEK 13
11/20 – 11/24  
**THANKSGIVING BREAK**

## WEEK 14
11/27 – 12/1  
Prepare presentation of Digital Showcase  
Senior Digital Showcase and Presentation files due in Dropbox by 12/1 @ 11:30 pm  
Senior Portfolio due in DropBox by 12/1 @ 11:30 pm

## WEEK 15
12/4 – 12/8  
Review criteria for Reflection Paper (Final Exam) and begin outlining your thoughts  
Service Learning Log due in D2L DropBox by 12/8 @ 11:30 pm

## WEEK 16
12/11 – 12/15  
Students submit a reflection paper over senior digital showcase for Final Exam  
Reflection paper due in D2L DropBox by Tuesday, December 12 @ 11:30 pm

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

There are no required readings in this course, other than outside reading done by the student during research and review of materials posted within the content modules in D2L.

### 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

***Other SFA Policy Information

IX. Resources

On-campus Resources:
SFASU Counseling Services • 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
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

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 ircupit@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.