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: function of display and interrelationship with merchandising industry; planning and budgeting for visual merchandising; types of display windows, both interior and exterior, and other locations for display; principles and elements of design in visual merchandising; types of displays; lighting; merchandise presentation in the fashion/interior retail environment; related trade associations and resources; careers in visual merchandising.

MRCH 2320 Visual Merchandising is a 3-hour credit course. This course will typically be taught one day a week for 150 minutes for 17 weeks culminating with a 2-hour final exam week 16. Students have 25 daily assignments, 2 major exams and a comprehensive final examination and have a 6-hour service-learning requirement for more than 150 asynchronous minutes These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

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 conceptual framework and the vision, mission, and goals of the James I. Perkins College of Education describe a shared vision and purpose for the SFASU College of Education. It provides coherence for our curriculum, clinical experiences, and assessments. It is linked to the university vision and values and describes how those values translate into knowledge, skills, and dispositions in the College of Education. It is the philosophy and vision that helps to distinguish our graduates from those of other institutions.

This course supports the vision, mission, and core values of the James I. Perkins College of Education to prepare competent, successful, caring, and enthusiastic professional dedicated to responsible service, leadership, and continued professional and intellectual development. In the College of Education at Stephen F. Austin State University, we value and are committed to:

- Academic excellence through critical, reflective, and creative thinking
- Life-long learning
- Collaborative and shared decision-making
- Openness to new ideas, culturally diverse people and innovation and change
- Integrity, responsibility, diligence, and ethical behavior
- Service that enriches the community
Program Learning Outcomes:
The design of this course supports the following Merchandising Program Learning Outcomes (PLOs):
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, a good work ethic and adequate preparation for employment in his/her specific discipline) 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 the trends in Merchandising.
5. The student will know the global issues facing Merchandising.

“This is a general education core curriculum course and no specific program learning outcomes for this major are addressed in this course.”

Student Learning Outcomes:
Upon completion of this course, students will have the opportunity to:
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.

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

This course will consist of a combination of readings and lectures, audio-visual content, research and visual projects, chapter exams, and chapter discussions to test the student’s critical thinking and application of textbook concepts. 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 facility. 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=S0lWZXN0L2FTOHNQOXpVMwa3k1UT09](https://sfasu.zoom.us/j/9364682238?pwd=S0lWZXN0L2FTOHNQOXpVMwa3k1UT09)

Meeting ID: 936 468 2238
Passcode: cupitMRCH
IV. Evaluation and Assessments (Grading):

Assignments are due at the specified time and are listed in the course syllabus on the calendar. Evaluation and assessment will include assignments and activities listed below. Each student should strive to earn as many points as possible out of the total 610 points. The semester grade is based on a percentage of points earned.

Assignments will include the following:
1. Chapter Activities (25 @ 10 points each) 250 points
2. Exam 1: Chapters 1-11 100 points
3. Exam 2: Chapters 12-22 100 points
4. Final Exam: old material and Chapters 23-27 100 points
5. Service Learning (6 hours per semester---documented) 60 points

Total possible points 610 points

Point Spread: Grade Percentage:
610 – 549 A: 100 – 90%
548 – 488 B: 89 – 80%
487 – 427 C: 79 – 70%
426 – 366 D: 69 – 60%
365 and below F: 59% and below

V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>WEEK</th>
<th>TOPIC, ASSIGNMENTS, DUE DATES</th>
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<tbody>
<tr>
<td>1</td>
<td>1/18 – 1/21 Introduction to Course, Syllabus review</td>
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<tr>
<td>2</td>
<td>1/22 – 1/28 PART ONE: Getting Started – Visual Merchandising and Display Basics</td>
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<tr>
<td></td>
<td>Read Chapter 1: Why Do We Display?</td>
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<td></td>
<td>Complete Chapter 1 Activity, due in DropBox by 1/28 @ 12:00 pm</td>
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<td>3</td>
<td>1/29 / 2/4 Read Chapter 2: Color and Texture</td>
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<td></td>
<td>Complete Chapter 2 Activity, due in DropBox by 2/4 @ 12:00 pm</td>
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<td>Read Chapter 3: Line and Composition</td>
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<td>Complete Chapter 3 Activity, due in DropBox by 2/4 @ 12:00 pm</td>
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<td>4</td>
<td>2/5 – 2/11 Read Chapter 4: Light and Lighting</td>
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<td></td>
<td>Complete Chapter 4 Activity, due in DropBox by 2/11 @ 12:00 pm</td>
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<td></td>
<td>Read Chapter 5: The Design Process</td>
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<td>Complete Chapter 5 Activity, due in DropBox by 2/11 @ 12:00 pm</td>
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<td>5</td>
<td>2/12 – 2/18 PART TWO: Display Locations and Design Methods</td>
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<td></td>
<td>Read Chapter 6: The Exterior of the Store</td>
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<td>Complete Chapter 6 Activity, due in DropBox by 2/18 @ 12:00 pm</td>
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<td>Read Chapter 7: Display Window Construction</td>
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<td>Date Range</td>
<td>Activity Details</td>
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<td><strong>6</strong> 2/19 – 2/25</td>
<td>Complete Chapter 7 Activity, due in DropBox by 2/18 @ 12:00 pm</td>
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<td>Read Chapter 8: Store Interiors</td>
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<td>Complete Chapter 8 Activity, due in DropBox by 2/25 @ 12:00 pm</td>
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<td>Read Chapter 9: Types of Display and Display Settings</td>
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<td>Complete Chapter 9 Activity, due in DropBox by 2/25 @ 12:00 pm</td>
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<td><strong>7</strong> 2/26 – 3/3</td>
<td>Read Chapter 10: Techniques Commonly Used in Visual Merchandising</td>
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<td>Complete Chapter 10 Activity, due in DropBox by 3/3 @ 12:00 pm</td>
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<td>Read Chapter 11: Seasonal Displays and Familiar Symbols</td>
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<td></td>
<td>Complete Chapter 11 Activity, due in DropBox by 3/3 @ 12:00 pm</td>
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<tr>
<td><strong>8</strong> 3/4 - 3/10</td>
<td>EXAM 1: Chapters 1-11, open Monday, 3/4 @ 8:00 am until Wednesday, 3/6 @ 11:30 pm</td>
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<tr>
<td><strong>9</strong> 3/11 – 3/17</td>
<td>PART THREE: What to Use for Successful Displays</td>
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<td>Read Chapter 12: Mannequins and Alternatives</td>
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<td>Complete Chapter 12 Activity, due in DropBox by 3/10 @ 12:00 pm</td>
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<td>Read Chapter 13: Dressing the Three-Dimensional Form</td>
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<td>Complete Chapter 13 Activity, due in DropBox by 3/10 @ 12:00 pm</td>
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<td><strong>10</strong> 3/18 – 3/24</td>
<td>Read Chapter 14: Fixtures</td>
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<td>Complete Chapter 14 Activity, due in DropBox by 3/24 @ 12:00 pm</td>
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<td></td>
<td>Read Chapter 15: Visual Merchandising and Dressing Fixtures</td>
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<td>Complete Chapter 15 Activity, due in DropBox by 3/24 @ 12:00 pm</td>
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<td><strong>11</strong> 3/25 – 3/31</td>
<td>Read Chapter 16: Modular Fixtures and Systems in Store Planning</td>
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<td>Complete Chapter 16 Activity, due in DropBox by 3/31 @ 12:00 pm</td>
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<td>Read Chapter 17: Furniture as Merchandisers and Props</td>
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<td>Complete Chapter 17 Activity, due in DropBox by 3/31 @ 12:00 pm</td>
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<td>Read Chapter 18: Materials and Graphics Used in Visual Merchandising and Store Design</td>
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<td></td>
<td>Complete Chapter 18 Activity, due in DropBox by 3/31 @ 12:00 pm</td>
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<td><strong>12</strong> 4/1 – 4/7</td>
<td>EASTER HOLIDAY 3/28 – 3/29</td>
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<td><strong>13</strong> 4/8 – 4/14</td>
<td>PART FOUR: Related Areas of Visual Merchandising</td>
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<td>Read Chapter 21: Point-of-Purchase Displays</td>
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<td></td>
<td>Complete Chapter 21 Activity, due in DropBox by 4/14 @ 12:00 pm</td>
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<td></td>
<td>Read Chapter 22: Exhibit and Trade Show Design</td>
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</table>
VI. Readings (Required and recommended—including texts, websites, articles, etc.):


VII. Course Evaluations:

Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses (the teaching itself and the content/assignments) taken within the PCOE. Evaluation data is used for a variety of important purposes including:

- Course and program improvement, planning, and accreditation;
- Instruction evaluation purposes; and
- Making decisions on faculty (full-time and part-time) annual evaluation processes, 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 summarized data will not be available to the instructor until after final grades are posted.
VIII. Student Ethics and Policy

**Institutional Absences (HOP 04-110)**
An Institutional Absence may be granted to a student who participates as a representative of the University in academic (including research), extra- or cocurricular, or athletic activities. Students will be excused for institutional purposes from otherwise required academic activity only when a valid Institutional Absence is approved by the appropriate administrative unit or official and the documentation of approval is provided to the faculty member at least five (5) days in advance.

Institutional absences will not be approved for keystone events, defined as: a special or unique assignment, test, project, experience, or other academic exercise identified by the Faculty member as critical for successful completion of standards of the class and unable to be missed. These events must be identified on the syllabus at the beginning of the semester and communicated to the students. Events added to the syllabus at a later date will not qualify for Keystone Event status. Keystone Events where the date/time is changed will no longer be considered a Keystone Event. Students should make themselves aware of any Keystone Events identified in the syllabus to ensure there are no conflicts.

For keystone events where the assignment dates vary, it is incumbent upon the students to work with their faculty member to not select a conflicting date.

More information on Institutional Absences, including how to apply, can be found at https://www.sfasu.edu/deanofstudents/student-resources/institutional-absences.

**Code of Student Conduct and Academic Integrity**
The Code of Student Conduct and Academic Integrity (HOP 04-106) outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy. Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation.

- **Cheating** includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

- **Plagiarism** is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

- **Collusion** is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.
• Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially. For additional information, go to https://www.sfasu.edu/docs/hops/04-106.pdf.

Withheld Grades Semester Grades Policy (HOP policy 02-206)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to https://www.sfasu.edu/docs/hops/02-206.pdf.

• Students with Disabilities
  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 / 468-1004 (TDD) 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 Wellness and Well-Being
  SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

  If you are experiencing concerns, seeking help, 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.

• Other important course-related policies:
  ***Other SFA policy information is found in the Handbook of Operating Procedures (HOP)

IX: Resources

On-campus Resources:
• The Dean of Students Office (Rusk Building, 3rd floor lobby)
  www.sfasu.edu/deanofstudents
  936.468.7249
dos@sfasu.edu
• 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
• The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

- To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
  - Health Services
  - Counseling Services
  - Student Outreach and Support
  - Food Pantry
  - Wellness Coaching
  - Alcohol and Other Drug Education

  www.sfasu.edu/thehub
  936.468.4008
  thehub@sfasu.edu

- Crisis Resources:
  - Burke 24-hour crisis line 1(800) 392-8343
  - National Suicide Crisis Prevention: 9-8-8
  - 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. (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, 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’s 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.