



RM 3243 Visual Merchandising

Spring 2017, 3 credits

Class Meeting Days & Time	01/18/17 – 5/3/16 M-W 10:40 am – 11:55 pm, 305 McNeal
Final Presentation	10:40 am – 11:55 pm, Monday, May 1 (305 McNeal)

INSTRUCTOR	Sanga Song, M.S.
OFFICE	346 McNeal Hall
CONTACT	Songx864@umn.edu (email is the best way to reach me)
OFFICE HOURS	9:30 am – 10:30 am MW by appointment
GRADUATE TA	Ahmad Saquib Sina (sinax006@umn.edu)

OVERALL COURSE DESCRIPTION

COURSE DESCRIPTION	Students will use Mockshop, a virtual 3D store modeling software package, to conceptualize and design store interior, layout, fixtures, lighting, signs, merchandising planograms based on an understanding of visual merchandising concepts, theories, planning, strategies, techniques, store image, and target market.
COURSE OBJECTIVES	Upon completion of this course, you should be able to: <ul style="list-style-type: none"> • Understand visual merchandising concepts, theories, processes, and techniques in various retail environments and can locate and critically evaluate information; • Define and solve visual merchandising problems by designing successful window displays and visual presentations for business partners with an understanding of the store/business image and target market; • Fluently integrate visual merchandising thinking and practice in Mockshop and effectively communicate across disciplines using both verbal and computerized 3D visual vocabulary; • Develop virtual retail stores that project store image, merchandise, target market, and promotional theme, using Mockshop.
COURSE FORMAT	A combination of presentations, discussions, software practice, and group activities
EXPECTED LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Can identify, define, and solve problems related to the two course projects: WAM gift shop window display and co-design experience of a virtual store. 2. Can learn harmonious and efficient teamwork. Two group projects expect students to learn how to communicate effectively, which in turn, produce satisfactory outcomes for WAM and co-design. The peer evaluation will be used to assess the extent to which group members cooperate well.
TEXT	<ol style="list-style-type: none"> 1. Pegler, M. (2012). Visual Merchandising and Display (6th ed.). New York, NY: Fairchild. <u>(Required)</u> 2. Bell, J., & Ternus, K. (2006). Silent Selling, New York, NY: Fairchild. <u>(Suggested)</u>
COURSE WEBSITE	https://ay16.moodle.umn.edu/course/view.php?id=11030 DO NOT ASK MOODLE QUESTIONS to the instructor. The instructor does not have answers for most of your questions. Office of Information Technology provides support for Moodle use.
PREREQ	RM 2215

INSTRUCTOR'S EXPECTATION

COURSE POLICIES

IN-CLASS RESPONSIBILITIES

1. During the class meetings, **CLASS PARTICIPATION IS STRONGLY RECOMMENDED**. You are expected to come to the class on time, and to stay all class time. You should be prepared to discuss the subject matter and get involved in class activities.
2. Coming late, leaving early and/or missing classes will influence the instructor's evaluation on your course performance.
3. Disruptive behaviors (e.g., talking in the class, doing another class work, using electronic devices for any other purpose than class activities) will negatively influence your class participation.
4. Show respect for other classmates and your instructor. **TURN YOUR ELECTRONIC DEVICES OFF** during the class time (buzzing sound is not allowed). It is not acceptable to take or make private calls/text messages during class.
5. Absent students are responsible for any missed class work and information, including any changes to the syllabus or assignments announced in classes. The lecture/discussion will not be repeated for any individual who was absent from class.

WEEKLY RESPONSIBILITIES

1. You are expected to finish assigned readings and assignments prior to class and to contribute to class discussion in an effective way. Part of your learning experience is based on interaction in class, which in turn influence your final grade.
2. According to University policy, in case of 3 credits course, your workload will be equal to 9 hours of work per week on average. It means that more than 9 hours of work will be strongly suggested in order to achieve a good grade.

ASSIGNMENTS

1. **ALL ASSIGNMENTS MUST BE SUBMITTED ON TIME (SEE THE SYLLABUS AND EACH DEADLINE)**. Email submission is not acceptable without any notifications by the instructor.
2. Unexcused late assignments **WILL NOT BE GRADED**. Makeup assignments will only be arranged under the proof of such extenuating circumstances. Proofs of incidences must be official and original documents. No personal letter or copies will be accepted. Doctors' visits due to minor illness cannot be a legitimate issue.
3. In case of an emergency, notify the instructor BEFORE that day or within 24 hours of the assignment deadline.
4. Written work must be Word-processed and submitted using a format provided by your instructor.
5. Graded assignments will be returned to students typically in two weeks after deadline.
6. Do not wait until the last minute to make an online submission. Any computer-related problems will not be excused.

ONLINE QUIZZES AND IN-CLASS ACTIVITIES

1. In week 3, 4, 5, and 6, you will have an online quiz over the reading material assigned the previous week. Each quiz is timed so once you open a quiz you typically have 30 minutes to complete it.
2. In-class activities are generally unannounced and will take place during lecture.
3. Make up quizzes and in-class activities will only be allowed if the student has a legitimate reason for missing the quiz or in-class activity AND contact the instructor in advance.

GROUP PROJECTS

1. Group projects: There are **NO MAKEUP OPTIONS** for the group project presentations. Students who miss group activities or assignments that are graded may not receive credit.
2. Group project is only effective when all group members equally and actively contribute.
3. Peer evaluation of contribution can be implemented and the results will be reflected on the grade of the group projects. Therefore, in a same group, final grade on your group projects can be different depending on how you contribute to the projects.

GENERAL POLICIES

1. The official communication method in this class is emails. It is your responsibility to make sure that you check and clean your x.500 email account. It is strongly suggested to check your University email on a daily basis. Please do not let your email get overloaded.
2. **ACADEMIC DISHONESTY IS A VERY SERIOUS ISSUE** and it will be reported to the Office of

	<p>Student Conduct and Academic Integrity (OSCAI) accordingly once it happens in class. Please be careful of copying others' work, plagiarism issues, and any other academic misconduct.</p> <p>3. RELEASE OF WORK STATEMENT: Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).</p>
WORKLOAD EXPECTATIONS & TIPS FOR SUCCESS IN THIS CLASS	<ol style="list-style-type: none"> 1. Please be prepared and participate in class activities. 2. Be mindful of course deadlines. 3. Keep in mind how grading is structured. 4. Read the syllabus carefully and understand the course expectations. 5. Be a nice and professional member for your group.

UNIVERSITY POLICIES

Personal Electronic Devices in Classroom	http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html
Use of Class Notes and Materials	http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html
Scholastic Dishonesty and Student Conduct Code	http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html .
Sexual Harassment	http://policy.umn.edu/hr/sexualharassment
Statement on Climate of Inclusivity	<p>You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.</p> <p><i>(or refer to</i> http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf</p>
Academic Freedom and Responsibility	http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf
Availability of Disability and Mental Health Services	<p><i>The University of Minnesota is committed to providing all students equal access to learning opportunities. Disability Services (DS) is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations.</i></p> <ul style="list-style-type: none"> • <i>Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or ds@umn.edu.</i> • <i>Students registered with DS, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.</i> <p>As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.</p>
Academic Services	<p>If you would like additional help, please contact one of the offices listed below.</p> <ul style="list-style-type: none"> • Center for Writing (10 Nicholson Hall, Mpls 612-626-7579) • Student Academic Success Services (340 Appleby Hall, Mpls 612-624-3323)

- Counseling/Consulting Services (199 Coffey Hall, St. Paul 612-624-3323)
- Or refer to <http://ds.umn.edu/student-services.html>

TENTATIVE CLASS SCHEDULE

WK	Date	Contents	Readings	Assignments and remarks
First Half Semester (VM Lecture & WAM Window Display Project)				
1	1/16	Martin Luther King holiday		
	1/18	Syllabus, course Introduction and overview		
2	1/23	WAM Tour: meet in front of the WAM at 10:50 am		#1 Individual ideation due by 1/27 (Fri 10pm)
	1/25	Online individual ideation		
3	1/30	Visual merchandising basics and strategies	Ch1,2,3,5	#2 Group ideation due by 2/3 (Fri 10pm)
	2/1	Online group discussion <u>Online quiz 1</u>		#3 Presentation slides due by 2/5 (Sun 10pm)
4	2/6	Mannequins, fixtures & props	Ch9-11, 12-15	
	2/8	5-minute presentation <u>Online quiz 2</u>		
5	2/13	Lighting, Signage & In-store merchandising	Ch4,22, 23-26	* Prepare any materials that enable you to better explain your idea and design
	2/15	WAM Consultation <u>Online quiz 3</u>		#4 Pick a focus due by 2/17(Fri 10pm)
6	2/20	Store interior, layout & Store exterior	Ch6,7,8	#5 Portfolio due by 2/24 (Fri 10pm)
	2/22	Consultation with the instructor <u>Online quiz 4</u>		
7	2/27	WAM project final Presentation		* Prepare the storyboard and prototype
	3/1	Exam review		
8	3/6	Comprehensive Final Exam		
	3/8	No class		
Spring Break				
Second Half Semester (VR Mockshop & Co-Design Project)				
9	3/20	Introduce Co-Design a Virtual Store	TBA	#6 Case study due by 3/24 (Fri 10pm)
	3/22	vrStore		
10	3/27	vrStore		
	3/29	vrRange		
11	4/3	vrLibrary		
	4/5	Lab: QnA session		#7 Case study due by 4/7 (Fri 10pm)
12	4/10	vrStore		
	4/12	Lab: QnA session		
13	4/17	vrStoryboard		#8 One-page progress report due by 4/21 (Fri 10pm)
	4/19	Lab: QnA session		
14	4/24	No class (work on your store and storyboard)		
	4/26			
15	5/1	Co-design project final presentation and focus group discussion		Co-design project final submission due by 5/3 (Wed 10pm)
	5/3	Final store and storyboard submission		

This syllabus is subject to change based on the needs of the class

COURSE REQUIREMENTS AND EVALUATION CRITERIA

REQUIREMENTS	Pts assigned	Weight	Note
WAM Window Display Project	100	16.66%	* Grades reflect your effort and ability, as well as contribution. * Extra credit opportunities would be provided in some cases.
Co-Design Project	150	25%	
Assignments	100	16.66%	
Comprehensive Final Exam	150	25%	
In-class activities & online quizzes	100	16.66%	
Total	600	100%	

GRADING SCALE

At the end of the semester, points for each requirement will be added together and a letter grade will be determined based on the grading scale below.

GRADING SCALE		UMN DESCRIPTION OF LETTER GRADE
Letter	Percentage	
A	93%	Represents achievement that is outstanding relative to the level necessary to meet course requirements
A-	90%	
B+	87%	Represents achievement that is significantly above the level necessary to meet the course requirements
B	83%	
B-	80%	
C+	77%	Represents achievement that meets the course requirements in every respect; Satisfactory
C	73%	
C-	70%	
D+	67%	Represents achievement that is worthy of credit even though it fails to meet fully the course requirements
D	60%	
F	Below 60%	Represents that coursework was completed but at an achievement level unworthy of credit