
University of North Texas
College of Merchandising, Hospitality & Tourism
MDSE 4001.001 Global Discovery: New York Study Tour
Course Syllabus for Summer Maymester 2014

Description: Experience fashion and home furnishings industries through visits to manufacturing facilities, retail establishments, museums, historical structures, and industry support organizations. Pre-trip and post-trip classes required.

Meetings:

May 12-14	9:00am-11:50am, Chilton 345
May 18-24	Class meets in New York
May 27-28	9:00am – 11:50am, Chilton 345

Suggested

References: *Fodor's New York City 2010*. New York: Fodor's Travel Guides.
Frommer's Portable New York City 2010. New York: Frommer/Pasmantier.
New York Times. (esp. Sunday editions)
The New Yorker. (review of plays and other entertainment)

Objectives:

1. Identify current merchandising trends in the fashion, home furnishings, and digital retailing industries.
2. Determine career opportunities in the fashion and home furnishings merchandising industries.
3. Outline the development of fashion and home furnishings market centers.
4. Relate cultural influences as sources of inspiration for products in the fashion and home furnishings industries.
5. Organize materials and information from fashion and home furnishings market centers into a resource guide.
6. Assess merchandising practices of various apparel and home furnishings retail store formats.

Instructor: Mrs. Dee Wilson, M.Ed.
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Office Hours: May 12, 13, 14, 27, & 28 12:30p-2:00p or by appointment

Assignment Due Dates: The pre-trip presentation is due by 11:59pm on Monday, May 12. The post-trip presentation is due by 11:59pm on Monday, May 26. Please post your PowerPoint presentation in the Assignment Link in our Blackboard class.

The New York Market Resource Guide is due on Wednesday, May 28th at 3:00pm. Assignments will be submitted online via TurnItIn on the Course Content page in Blackboard. Note that TurnItIn will begin to automatically mark assignments late at 3:01pm. Please be responsible and give yourself plenty of time to upload your assignment. It is strongly recommended that students submit the assignment early.

Any assignment that is turned in late will result in a 20% loss for each day an assignment is late.

Qualified Students under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973: The College of Merchandising, Hospitality & Tourism cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the first class day and make an appointment with me to discuss your needs.

Academic Dishonesty: Academic dishonesty on projects or any other graded assignment will result in a 0 for that graded activity or assignment. Academic dishonesty includes plagiarism or the use of unauthorized assistance. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action and will be reported to the Office of Academic Integrity. Remember to use quotes as needed and cite your sources.

On-Campus Attendance: Each on-campus meeting will be worth 20 points credit. If you miss the day of your scheduled presentation, you will not be able to make up the presentation grade. You must stay the entire meeting time to receive full credit. Every 15 minutes late results in a 5 point deduction. Arriving late or leaving early by 30 minutes or more will result in 0 points credit for attendance that day.

Participation in New York (15 pts x TBA appointments = TBA pts): Punctuality, alertness, and participation in discussion will influence the grade received. Twenty points will be deducted for each tardy. Your final grade will be docked one letter grade for missing any scheduled meetings. Students must be alert during scheduled sessions and be prepared to ask insightful and meaningful questions to the presenters. Students will be assigned to ask questions to a certain company, but will also be expected to ask questions at other appointments. Take some time looking at your itinerary and research the companies you will be visiting and develop questions ahead of time. If you are falling asleep, talking during a company presentation, or otherwise not paying attention, points will be deducted.

Professionalism: Students are expected to conduct themselves as professionals at all times. Any conduct that will bring embarrassment to CMHT or the university will not be tolerated whether during organized activities or free time. If a student's behavior is inappropriate or illegal, the instructor reserves the right to send the student home immediately at the expense of the student. In this case, the student will receive an "F" for the course and their conduct will be reported to the Dean of Student's Office. You are encouraged to have a good time while in New York; however, remember that our main purpose in New York Study Tour is to learn. Policies in the UNT Student Code of Conduct also apply while on our way to New York, while in New York, and on our return back to Texas.

Pre-Trip Presentation (40 points).

Students will choose from a list of New York related topics and give a short presentation. The purpose of the presentations is to familiarize students with what to do in NY, where to eat, how to get around, current events, etc. Visuals and PowerPoint are required.

Post-Trip Presentation (40 points). The presentation accompanies the Retail Store Analysis paper. Following the New York trip, report to the class your findings of your retail store analysis. Visuals and PowerPoint are required.

New York Market Resource Guide (230 points total).

The major project for this course is to develop a New York Market Resource Guide. This guide will document your New York experience. The resource guide should include the following information in the order listed below:

Appointment Summaries. (TBA points). Submit a one-page summary of each appointment for each day. Include a description of the company or organization, advantages and disadvantages of this career, intern opportunities, training programs, and career opportunities. You will need to take a small notepad to the appointments. Collect business cards, pamphlets, photos, ads, and any other relevant information to document your experience. Each summary is worth 10 points.

Individual Store Analysis. (25 points). Choose one of the following to complete for credit. Analysis should be 2-3 pages.

Unique Retail Concept. Visit the M&M store at 1600 Broadway. Write a 2 page paper describing your impression of the store. This is a very unique concept in merchandising. What makes it successful? What makes it different? What idea did you get there that you can incorporate into a regular mall store? (You cannot complete this Store Analysis if it is also your store selection for the Retail Store Analysis paper.)

Same Store, Different Geographical Location. For Merchandising/Digital Retail majors: Visit Disney Store in Stonebriar Centre. Then visit Disney Store at 1540 Broadway, New York, NY. Compare and contrast from a merchandising student perspective.
 For Home Furnishing majors: Visit a Home Depot Store in your town. Then visit Home Depot on West 23rd Street between Fifth and Sixth Avenues. Compare and contrast a home furnishings merchandising student perspective.

Same Product Category, Different Store. Visit a Toys R Us store in your town. Then visit FAO Schwarz at 767 Fifth Avenue (at 58th Street). What makes this newly formatted FAO Schwarz different from its major competitor? Use merchandising terminology.

Retail Store Analysis (75 points). While in New York City, visit your assigned store and complete a merchandising analysis. The paper should address the following: visual merchandising, store environment, merchandise analysis, customer service summary, and store image analysis.

	Points Available	Due Date
Pre-Trip Presentations	40	May 13 and 14
On-Campus Attendance	100	May 12, 13, & 14; May 27 & 28
Participation; Professionalism	TBA	Possible Appointment Points earned while New York
Post-Trip Presentations	40	May 27 & 28
New York Market Resource Guide: * Retail Store Analysis * Appointment Summaries * Individual Store Analysis	230 total 75 TBA 25	Wed, May 28 at 3:00pm via TurnItIn in Blackboard
Total Points	TBA	