

**Advanced Merchandising Applications**

DRTL 4660-001, MDSE 4660-003

Spring 2013

Mon Wed 2:00 - 3:20 PM

Curry 211

Dr. Jiyoung Kim

Chilton Hall 342A

Ph: (940) 565-3344

Email: jiyoung.kim.smhm@gmail.com (please do not send email through BlackBoard)

Office hours: MW 11:00-12:00, TR 11:00-12:30

Please email to make an appointment.

Prerequisite:

For MDSE students: MDSE 2490, MDSE 3510, MDSE 3750, MDSE 4010

For HFMD students: HFMD 2400, MDSE 3510, MDSE 2750, HFMD 3380

Students must present a copy of their transcripts by the second class meeting indicating completion of the pre requisite classes, with a grade of at least a "C." Students must be a major in merchandising, home furnishings, or digital retailing; advanced standing in the major, or consent of school. Please highlight the relevant classes on the transcript.

Text: Course materials (e.g., cases, book chapters, articles) will be distributed in-class and online.

Some of the cases should be purchased online: read "Case Paper" guideline distributed in class.

Course website: <http://learn.unt.edu> Syllabus, assignment guidelines, grade rubric for the assignments, cases and announcement will be posted online. Check the course website periodically.**Description:** 3 hours. Students gain experience using the case study method in a variety of apparel and home furnishings industry environments. Emphasis is on analysis, problem solving, and critical thinking in business situations.**Expected Student Learning Outcomes:**

1. Student is able to apply knowledge of fashion/home furnishings product attributes and characteristics to ensure appropriate end-use selection.
2. Student is able to use segmentation strategies to determine consumer demand in the diverse, global marketplace.
3. Student is able to analyze merchandising processes and business strategies used in the conception, planning, production, distribution, and promotion of fashion-oriented/home furnishings products.
4. Student is able to formulate strategic merchandising plans for the purpose of making a profit.
5. Student is able to demonstrate competency in technology including multimedia presentations, spreadsheets, and industry software applications.
6. Student is able to integrate consumer workplace and marketplace diversity into business practices and strategies.
7. Student is able to integrate quantitative and qualitative evaluations in the critical analysis of merchandising processes and business practices.
8. Student is able to demonstrate leadership skills through effective communication, problem-solving, and teamwork

COURSE POLICIES

1. **Sending e-mail:**

When sending e-mails, be sure to put “4660” in the subject line. You will get replied within 48 hours with very few exceptional cases (going for a conference, etc.). In these cases, the instructor will notify you beforehand. Please do not send email the day before the assignment due date if you need help with the assignment. Instructor cannot guarantee to get back to you before the assignment(s) due date. Plan and start early so that you can get the help you need before it is too late.

2. **Assigned Course Materials:**

Students are responsible for all material assigned, even if it is not covered during class. If you miss class, get materials (cases, articles, etc) from one of your classmates.

3. **Makeup Activities/Assignments:**

You are responsible for submitting in-class and out-of-class activities and assignments before the scheduled due date. Make-ups will be given only when all 3 of these conditions are met: 1) the student notifies the instructor within 24 hours of the scheduled activity/assignment due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances (original documents, no copies).

In-class participation cannot be made up even though you meet all three conditions since the points are earned through participation in class.

4. **Assignment Due Dates & Guidelines:**

All assignments due dates/time are specified in the syllabus and assignment guideline. Late assignments will not be accepted unless it meets all three conditions specified above.

5. **Attendance**

Students who have four or more unexcused university absences may be dropped from the course.

6. **Disruptive behavior is not tolerated** (i.e., arriving late, sleeping, use of cell phone). You will be asked to leave the room after second warning if your actions disrupt instruction and learning. Drinks are allowed in covered containers only.

7. **Academic Dishonesty:**

Academic dishonesty on exams, quizzes, or any other graded assignment will result in a “0” for that graded activity or assignment. Academic dishonesty includes use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, or the acquisition of tests or other materials belonging to a faculty member. Plagiarism includes 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 which may include expulsion from the university. This is explained in the UNT Student Handbook.

8. **Student Evaluation Of Teaching Effectiveness (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

COURSE ASSIGNMENTS

- For all written assignments, follow the General Format for Assignments for formatting
- Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
- Avoid using Wikipedia as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.
- Please remember to properly cite your sources of information and to provide the references. APA guideline is posted on Blackboard, for your reference (APA is not required; you may use other formats such as MLA or Harvard).

Weekly Case Studies (40 pts each day) Students are required to read the provided case and prepare a Case Paper (20pts) before coming to class. Participation (20pts) in in-class discussions will be based on your research on the case.

Company Focus Project 1&2 This is a team project. Throughout the project, the team will focus on providing a merchandising/marketing solution to two different companies.

Career Case Students will interview a person that is currently working in the industry one wants to pursue in the future and write a Career Case Report (50 pts). Each student will present (50 pts) their findings in class.

Theories in Merchandising Students will choose a theory or a concept that applies to the merchandising field, write a paper (50pts) and will present (50 pts).

*Detailed requirements for projects and special events will be distributed throughout the semester.

GENERAL FORMAT FOR ASSIGNMENTS

Unless otherwise specified, assignments submitted should be prepared according to the following guidelines:

1. Documents should be computer generated using 12 pt traditional (Times New Roman, Arial) font with 1" margins on all sides. Single spaced.
2. On the top left corner of the first page, provide: (a) student's name, (b) course name, and (c) name of assignment
3. Name of the student should be in the header on all pages.
4. Pages should be numbered in the bottom right corner.
5. When responding to questions or providing information asked for, please include the question or statement to which you are responding.
6. In writing papers, use headings, subheadings and paragraphs to organize your writing.
7. Use third person
8. Quotation: use quotation when it is absolutely necessary to use the exact words of the original source (e.g. definition). Otherwise, paraphrase.

GRADE DETERMINATION

Weekly Case studies paper (20 pts X 9 days)	180
Weekly Case studies participation (20 pts X 9 days)	180
Company Focus Team Project 1 <i>Paper 100</i> <i>Presentation 100</i>	200
Company Focus Team Project 2 <i>Paper 100</i> <i>Presentation 100</i>	200
Career Case <i>Paper 50</i> <i>Presentation 50</i>	100
Theories in Merchandising <i>Paper 50</i> <i>Presentation 50</i>	100
CF Presentation Discussion (20 pts X 4days)	80
Career Case review (20 pts X 5days)	100
Theory Quiz (20pts X 5days)	100
Total	1240

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows:

- A = 1116 and up
- B = 992 or greater, and less than 1116
- C = 868 greater, and less than 992
- D = 744 greater, and less than 868
- F = Less than 744

This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.

	Date	Topic	Details	Due dates
1	1/14 (M)	Intro to Course		
	1/16 (W)	Case Study method		
2	1/21(M)	MLK day- no class		
	1/23 (W)	What is Theory?	Team meeting (1)	Theories sign up due: Sunday
3	1/28 (M)	Case 1-1	Team meeting (2)	
	1/30 (W)	Case 1-2	Team meeting (3)	
4	2/4 (M)	Case 2-1		
	2/6 (W)	Case 2-2		
5	2/11 (M)	Case 3		
	2/13 (W)	Theories ppt 1	Students #1-5	Theories paper/ppt due: your ppt day
6	2/18 (M)	Case 4		
	2/20 (W)	Theories ppt 2	Students #6-10	
7	2/25 (M)	Case 5		
	2/27 (W)	Theories ppt 3	Students #11-15	CF 1 Paper Due: Sunday
8	3/4 (M)	CF 1 Presentation	Team 1-4	
	3/6 (W)	CF 1 Presentation	Team 5-8	
3/11-17 Spring Break – no class				
9	3/18 (M)	Case 6		
	3/20 (W)	Project day		Career Case Due: Sunday
10	3/25(M)	Case 7		
	3/27 (W)	Theories ppt 4	Students #16-20	
11	4/1 (M)	Case 8		
	4/3 (W)	Theories ppt 5	Students #21-25	Career paper/ppt due: your ppt day
12	4/8 (M)	Case 9		
	4/10 (W)	Career Case ppt 1	Students #1-5	
13	4/15 (M)	Career Case ppt 2	Students #6-10	
	4/17 (W)	Career Case ppt 3	Students #11-15	
14	4/22 (M)	Career Case ppt 4	Students #16-20	
	4/24 (W)	Career Case ppt 5	Students #21-25	CF 2 Paper Due: Sunday
15	4/29 (M)	CF 2 presentation	Team 1-4	
	5/1 (W)	CF 2 presentation	Team 5-8	
No final exam				