

DRTL 4660-001, MDSE 4660-003: Advanced Merchandising Applications

Mon Wed 2:00 - 3:20 PM • ENV 190

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Office hours: MW 11:00-12:00, TR 2:00-3:30, Please email to make an appointment

Prerequisite

For MDSE students: MDSE 2490, MDSE 3510, MDSE 3750, MDSE 4010 major in merchandising; plus 9 additional hours in the major with a grade of C or better.

For DRTL students: DRTL 2090 ; MDSE 3510 ; MDSE 3750 ; MDSE 4010 ; major in digital retailing; plus 9 additional hours in the major with a grade of C or better.

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." Classes cannot be taken concurrently. 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.

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 and participate (20pts) in in-class discussions

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) and 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 present (50 pts).

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

GENERAL FORMAT FOR ASSIGNMENTS

READ CAREFULLY as points will be taken off if the format is incorrect

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.
2. **Single spaced.**
3. On the top left corner of the first page, provide: (a) student's name (team number and name), (b) course name, and (c) name of assignment
4. Name of the student (team number and name) should be in the header on all pages.
5. Pages should be numbered in the bottom right corner.
6. In writing papers, use headings and paragraphs to organize your writing. **Write the questions you are answering to.**
7. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let's try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely).
8. Use **third person**
9. Please remember to **cite your sources** of information and to provide the references. APA formatting for citation and reference list is required. APA guideline is posted on Black Board, for your reference.
10. **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.
11. **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 10 days)	200
Weekly Case studies participation (20 pts X 12 days)	240
Company Focus Team Project 1 <i>Paper</i> 50 <i>Presentation</i> 50	100
Company Focus Team Project 2 <i>Paper</i> 50 <i>Presentation</i> 50	100
Career Case <i>Paper</i> 50 <i>Presentation</i> 50	100
Theories in Merchandising <i>Paper</i> 50 <i>Presentation</i> 50	100
CF Presentation Discussion (20 pts X 4days)	80
Career Case review (20 pts X 5days)	100
Theory Quiz (20pts X 5days)	100
Case study activity	20
Theory activity	20
Total	1160

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 = 90% and up (1044 and up)
- B = 80% (928 or greater, and less than 1044)
- C = 70% (812 or greater, and less than 928)
- D = 60% (696 or greater, and less than 812)
- F = Less than 696

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

	Date	Topic	Details	Due dates
1	1/13 (M)	Intro to Course		
	1/15 (W)	Case Study method		
2	1/20(M)	MLK day- no class		
	1/22 (W)	What is Theory?	Team meeting (1)	Theory sign up due: Sunday
3	1/27 (M)	Case 1-1	Team meeting (2)	
	1/29 (W)	Case 1-2	Team meeting (3)	
4	2/3 (M)	Case 2-1		
	2/5 (W)	Case 2-2		
5	2/10 (M)	Case 3		
	2/12 (W)	Theories ppt 1	Students #1-5	Theories paper/ppt due: your ppt day
6	2/17 (M)	Case 4		
	2/19 (W)	Theories ppt 2	Students #6-10	Career interviewee list Due: Sunday
7	2/24 (M)	Case 5		
	2/26 (W)	Theories ppt 3	Students #11-15	CF 1 Paper Due: Sunday
8	3/3 (M)	CF 1 Presentation	Team 1-4	CF 1 ppt Due: your presentation day
	3/5 (W)	CF 1 Presentation	Team 5-8	
3/10-16 Spring Break – no class				
9	3/17 (M)	Case 6		
	3/19 (W)	Theories ppt 4	Students #16-20	
10	3/24(M)	Case 7		
	3/26 (W)	Theories ppt 5	Students #21-25	Career Paper Due: Sunday
11	3/31 (M)	Case 8		
	4/2 (W)	Career Case ppt 1	Students #1-5	Career ppt due: your presentation day
12	4/7 (M)	Case 9		
	4/9 (W)	Career Case ppt 2	Students #6-10	
13	4/14 (M)	Case 10	Students #6-10	
	4/16 (W)	Career Case ppt 3	Students #11-15	CF 2 Paper Due: Sunday
14	4/21 (M)	Career Case ppt 4	Students #16-20	
	4/23 (W)	Career Case ppt 5	Students #21-25	
15	4/28 (M)	CF 2 presentation	Team 1-4	CF 2 ppt Due: your presentation day
	4/30 (W)	CF 2 presentation	Team 5-8	
No final exam				

ACADEMIC REQUIREMENTS IN MDR

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.50 on all courses completed at UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.50.
- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality & Tourism (CMHT) include:
 - A minimum GPA of at least 2.50 on all courses completed at UNT.
 - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGT.
 - A minimum of 2.50 GPA in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2013-2014 Undergraduate Catalog.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

- Beginning in Fall 2012, all first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.
- **Advising Contact Information (Chilton Hall 385 – 940.565.4635):**
Assistant Director of Advising

Kelly Ayers, M.Ed.

Academic Advisor
Academic Advisor
Academic Advisor

Philip Aguinaga, M.Ed.
Brittany Barrett, MSIS
Sarah Kim, M.S.

Important for Timely Graduation

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation. Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class. Students who have not met prerequisites will not be allowed to remain in a course. Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Payment Deadline

It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 27, 2014) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. CMHT will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

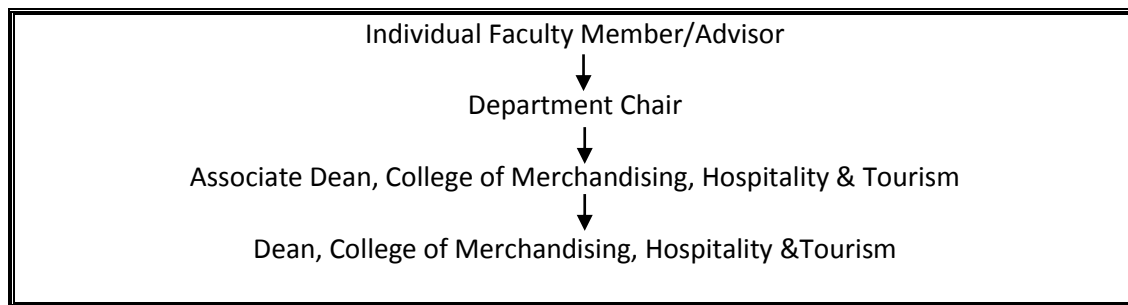
IMPORTANT SPRING 2014 DATES

January 13	First Class Day
January 16	Last day to add a class (deadline 4:30 pm)
January 20	MLK Day (no classes: UNT closed)
January 27	Census Date
January 28	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 4	Spring 2014 graduation application due to avoid late fee
February 24	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 10-16	Spring Break
March 25	Last day for a student to drop a course with consent of the instructor.
April 18	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 28	Pre-finals week begins.
May 2	Reading day. No classes.
May 3 – 9	Finals week.
May 9-10	Commencement – Details to be announced.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the

step outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking

quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. 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 which may include expulsion from the university. This is explained in the UNT Student Handbook.

EXPECTED STUDENT BEHAVIOR

Student behavior is expected to be respectful of both other students and faculty. Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

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.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with

you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure. In the event of a university closure check Black Board and email for further information on class.