

**Advanced Merchandising Applications**

SMHM 4660-002

Spring 2011

MW 2:00 - 3:20 PM

WH 217

**Instructor:** Dr. Jiyoung Kim  
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Email: [jiyoung.kim.smhm@gmail.com](mailto:jiyoung.kim.smhm@gmail.com) (please do not send email through webCT)  
Office hours: MW 9:30-11:30, T 11:00-12:00  
Please email to make an appointment.

**Course website:** <http://ecampus.unt.edu>

**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.

**Prerequisite:** Students must present a copy of their transcripts by the second class meeting indicating completion of SMHM 2090, 2400 or 2490; 3510 with a grade of at least a "C." Students must be a major in merchandising, home furnishings, or e-merchandising; advanced standing in the major, or consent of school. Please highlight the relevant classes on the transcript.

**Objectives:**

1. To encourage critical thinking through the application of merchandising theories and principles in industry situations
2. To involve students in the process of orderly thinking and analysis that is required for logical decision-making.
3. To develop interpersonal skills required to express thoughts, ideas, and feelings within a group.

**Text:**

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

## COURSE POLICIES

### 1. **Sending e-mail:**

When sending e-mails, be sure to put "SMHM 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 exam/assignment due date if you need help with the exam/assignment. Instructor cannot guarantee to get back to you before the exam/assignment due. Plan and start early so that you can get the help you need before it is too late.

### 2. **Assigned Course Material:**

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 colleagues.

### 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 can not 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 date/time is 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 material belonging to a faculty member. 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.

### 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.

### GRADE DETERMINATION

Case studies	240
Seminar	200
Original Case Writing	50
Company Focus Project	340
<i>Proposal Paper</i>	30
<i>Proposal Presentation</i>	50
<i>Revised Proposal Paper</i>	30
<i>Tactics</i>	30
<i>Paper</i>	100
<i>Presentation</i>	100
Proposal Presentation Discussion(2days X 20 points)	40
Presentation Evaluation (20 points X 3 days)	60
Theories in Merchandising	70
Career Case	60
<u>Theory Quiz (20points X 7days)</u>	<u>140</u>
Total Points	1200

**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.

**Seminars (40 pts each day)** Students should prepare a Seminar Paper (20 pts) and participate (20 pts) during seminars

**Original Case Writing** This is a team project to build an Original Case Study (50 pts).

**Company Focus Project** This is a team project. Throughout the project, the team will focus on providing a merchandising/marketing solution to a company of the team's choice.

**Theories in Merchandising** Students will choose a theory or a concept that applies to the merchandising field, write a paper (50pts) and will present (20 pts).

**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 (10 pts) their findings in class.

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

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 = 1080 and up
- B = 960 or greater, and less than 1080
- C = 840 or greater, and less than 960
- D = 720 or greater, and less than 840
- F = Less than 720

### 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 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 and paragraphs to organize your writing.
7. Correct spelling, grammar and punctuation, and consistent formatting is expected. Deductions will be taken for errors.
8. 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).
9. Contractions should be avoided.
10. Please remember to cite your sources of information and to provide the references. APA guideline is posted on webCT, for your reference.
11. 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.

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

Date	Topic	
1 1/19 (W)	Intro to Course	
2 1/24 (M)	What is Theory?	Team meet (1)
1/26 (W)	Case writing	Team meet (2) <b>Theory sign up due: end of this week</b>
3 1/31 (M)	Case 1	Team meet (3)
2/2 (W)	Project Update	Team meet (4)
4 2/7 (M)	Case 2	
2/9 (W)	Theories in Merch 1-4	<b>Proposal Due: end of this week</b>
5 2/14 (M)	Case 3	
2/16 (W)	Theories in Merch 5-8	<b>Proposal comment sent to each team</b>
6 2/21 (M)	<b>Proposal Presentation</b>	Team 1-5
2/23 (W)	<b>Proposal Presentation</b>	Team 6-9
7 2/28 (M)	Case 4	
3/2 (W)	Theories in Merch 9-12	<b>Original Case Due: end of this week</b>
8 3/7 (M)	Case 5	
3/9 (W)	Theories in Merch 13-16	<b>Revised Proposal Paper Due: end of this week</b>
3/14 (M)-3/20 (S) <i>Spring Break</i>		
9 3/21 (M)	Case 6	
3/23 (W)	Theories in Merch 17-20	<b>Tactics Paper Due: end of this week</b>
10 3/28 (M)	Seminar 1	Selected teams
3/30 (W)	Theories in Merch 21-24	
11 4/4 (M)	Seminar 2	
4/6 (W)	Theories in Merch 25-28	<b>Career Case Due: end of this week</b>
12 4/11 (M)	Seminar 3	
4/13 (W)	Career Case Presentation	
13 4/18 (M)	Seminar 4	<b>Paper Due: end of this week</b>
4/20 (W)	Career Case Presentation	
14 4/25 (M)	Seminar 5	
4/27 (W)	<b>Final presentation</b>	Team 1-3
15 5/2 (M)	<b>Final presentation</b>	Team 4-6
5/4 (W)	<b>Final presentation</b>	Team 7-9

### ACADEMIC REQUIREMENTS

- Students entering the School of Merchandising and Hospitality Management are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:
  - a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
  - b. A minimum of 2.25 grade point average in all courses completed at UNT; and
  - c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 Undergraduate Catalog.

### ACADEMIC ADVISING

- The SMHM Advising Staff recommends that students 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.
- Departmental Contact Information (Chilton Hall 331):

Hospitality (N-Z) and Digital Retailing	Lynne Hale	940.565.3518
Hospitality (A-M)	Ernestine Denmon	940.565.4810
Merchandising (A-O) and Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Megan Joyce	940.369.5304
- Please check prerequisites carefully prior to enrolling in courses. Students MUST complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12<sup>th</sup> class day (September 9) to insure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. SMHM will not be able to reinstate students for any reason after the 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

### 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.

### ACCESS TO INFORMATION

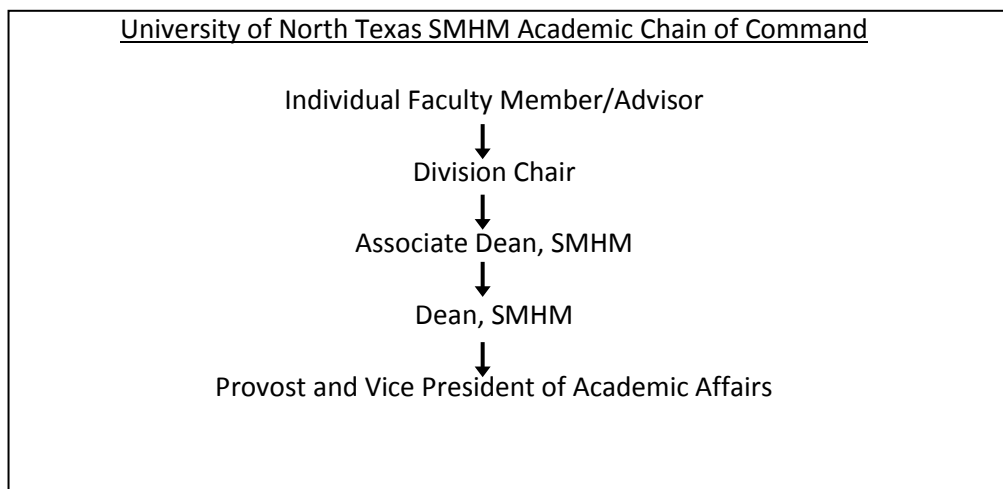
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job opportunities,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

### IMPORTANT Fall 2010 DATES

August 25	Last day for 100 percent refund
September 1	Last day to change schedule other than a drop.
September 9	Twelfth class day
September 10	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
September 16	Graduation applications due
October 6	Beginning this date, instructors may drop students with grade of WF for nonattendance.
October 16	Homecoming
October 29	Last day for a student to drop a course with consent of instructor.
November 19	Last day for a instructor to drop a student with a grade of WF for nonattendance.
November 19	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
November 25-28	Classes dismissed for Thanksgiving holiday. University closed.
December 4-10	Pre-finals week
December 10	Reading day. No classes.
December 11-17	Finals week.
December 17	Master's commencement
December 18	Undergraduate commencement

### 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, you should start with your individual faculty member and/or advisor who will then help you navigate the Chain of Command shown below.



### **QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973**

The School of Merchandising and Hospitality Management 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 *end of the first week* and make an appointment with the instructor to discuss your needs.

### **COURSE SAFETY STATEMENTS**

Students in the School of Merchandising and Hospitality Management 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 medial 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.

### **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.

### **CLASSROOM POLICIES**

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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The School of Merchandising and Hospitality Management 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).



### **COURSES IN A BOX**

Any SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management 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. This includes "courses in a box" from other educational institutions (SMHM 2550, 4250, 4820, etc.). "Courses in a box" do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

### **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 an 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](mailto:international@unt.edu)) to get clarification before the one-week deadline.