
University of North Texas
College of Merchandising, Hospitality and Tourism
MDSE 4001 New York Study Tour
Course Syllabus for Summer Maymester 2023

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

Meetings: Pre-trip meetings: May 15-18, 9:00am-11:50am, Chilton 387
Class meets in New York: May 21-26

Objectives:

1. Identify current merchandising trends in the fashion and home furnishings 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.

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Office Hours: By appointment only.

Assignment

Assignments will be submitted online via Canvas. Please be responsible and give yourself plenty of time to upload your assignment. It is strongly recommended that students submit the assignment early. Late assignments are downgraded 10% by calendar day. See detailed assignment guideline on the next page and on Canvas.

1. **On-Campus Attendance:** Each on-campus meeting will be worth 10 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 or leaving early by 45 minutes or more will result in 0 points credit for attendance that day.
2. **Pre-Trip Presentation (30 points each, 2 presentations):** Students will give two short presentations related to New York cultural and fashion topics. 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. Detailed guidelines are on Canvas.

- 3. Participation in New York:** Punctuality, alertness, and participation in discussion will influence the grade received. Ten points will be deducted for each tardy. Your final grade will be docked one letter grade for missing any scheduled meeting. Students must be alert during scheduled sessions and be prepared to ask insightful and meaningful questions to the presenters. Take some time looking at your itinerary and research the companies you will be visiting and try to develop questions ahead of time. If you are falling asleep or otherwise not paying attention, points will be deducted.

Professionalism: Students are expected to always conduct themselves as professionals. 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.

- 4. Appointment Summaries (45 points)** Summary for each appointment should include a description of the company or organization, advantages and disadvantages of this career, intern opportunities, training programs, career opportunities, etc. 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. On 5/28, instructors will let you know which 3 appointments you need to submit the summary for. Each student will have a different set of appointments to submit. Each summary is worth 15 points.
- 5. Retail Store Analysis (150 points).** Students will sign up for a store in New York City and give a short pre-trip presentation. While in New York, students will visit the store and complete a merchandising analysis. The analysis presentation should be recorded on Zoom and uploaded on Canvas. The analysis should address the following: visual merchandising, store environment, merchandise analysis, customer service summary, and store image analysis. Detailed guidelines are on Canvas.

Assignment Grade Points

Project	Points Available	Due Date
On-Campus Attendance Pre-trip	40 (10pts each day)	May 15-18
Pre-Trip Presentation- Cultural	30	May 15-17 Submit your presentation file by 8:30 am on your assigned presentation day
Pre-Trip Presentation- Fashion	30	May 15-17

		Submit your presentation file by 8:30 am on your assigned presentation day
Participation; Professionalism	15 pts. each appointment	Points earned while New York
Appointment Summaries	45 (3 x 15 pts. each)	June 1 st 11:59pm
Retail Store Analysis- pre-trip presentation	50	May 17-18 Submit your presentation file by 8:30 am on your assigned presentation day
Retail Store Analysis- post-trip analysis (video)	100	June 1 st 11:59pm

Qualified Students under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973: The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodations for students with disabilities. Students seeking accommodations 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. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation in each class. 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.

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.
