
MDSE 2490.001 Introduction to Merchandising
Course Syllabus – Fall 2026
TTH 11am-12:20pm, Wooten Hall 122



DEPARTMENT OF MERCHANDISING
& DIGITAL RETAILING
College of Merchandising,
Hospitality & Tourism

Description: Survey of the fashion and home furnishings industry including development through modern merchandising, fashion and home markets, and retailing. Introduction to fashion and furnishings theory, terminology, resources, industry participants, and career opportunities.

Objectives:

1. Explain and predict the dynamics of the fashion and home furnishings business including development, movement, and distribution.
2. Describe the nature, activity, and relationships of the various types of enterprises involved in the creation, production, and distribution of fashion and home goods.
3. Assess career opportunities in merchandising and analyze personal traits/skills necessary to succeed in the merchandising field.
4. Define and articulate terminology pertinent to the field of apparel and home furnishings merchandising.

Instructor: Ms. Marissa S. Zorola, M.S.

E-mail: marissa.zorola@unt.edu

Office: Chilton Hall 342F

Office Hours: Tuesday 2-3pm, Wednesday 10-11am, or by appointment

Optional Text: Burns, L. D., Mullet, K. K., & Bryant, N. O. (2020). The Business of Fashion. 6th Ed. NY: Fairchild

Attendance:

1. This class is given via in-person instruction and students are responsible for attending each class meeting and securing their own lecture notes when they miss class.
2. Attendance will be monitored using iClicker. Students with more than 8 unexcused absences may be asked to drop the course.
3. Attendance at designated Industry Insights and the UNT Libraries Information Session is required to earn the associated attendance points; these points cannot be made up; however, students may drop one grade from the Industry Insights days.

Exams:

1. Exams will be given online via Canvas on the designated day on the course calendar. Exams will take place on class days and will be available for a four-hour window, from 10am-2pm.
2. Exams will be a set of questions randomized from a larger test bank of questions. The exams are timed, and students are expected to be prepared to complete exams without the aid of materials such as textbooks, notes, the Internet, or other students. Lockdown browser will be used for exams as well.
3. All makeup exams are given on an assigned date during pre-finals week. Students can only take one makeup exam. Makeup exams are for students who missed an exam, not to improve an exam grade.
4. The final exam will be given following the UNT final exam schedule, and the date and time is noted in the course calendar.

Canvas:

1. Canvas can be accessed via the following link: <https://unt.instructure.com/login/canvas>. To log in, you must know your EUID and password. If you have technological issues, please contact the help desk at (940) 565-2324, helpdesk@unt.edu, or <http://helpdesk.unt.edu>. If you have pages missing or items are not retrievable, please contact the instructor.

Assignments:

1. All assignments will be submitted online via Canvas. Assignments due online will not be accepted via email. **Students should always take the time to ensure that their assignment is uploaded correctly.** If you are having

trouble uploading your assignment, you must contact CLEAR using the information provided above. **Each student is responsible for ensuring that 1) their file is uploaded correctly, 2) their file is compatible with the system, and 3) their file is within file size restrictions.**

2. Assignment due dates are available on the course calendar. Late assignments are subject to a 10% deduction per calendar day, for up to 3 calendar days after the due date. Assignments submitted more than 3 calendar days late will no longer be accepted for credit. There are no exceptions, including assignments that were not uploaded correctly to Canvas, as it is ultimately the student's responsibility to ensure that submissions are completed successfully. Students are encouraged to view their assignment after submitting to confirm that it was uploaded correctly and successfully.
3. Any team assignment requires that only one student in the team upload the assignment to Canvas.
4. Students have one week from the date assignment grades are released to follow-up on grades. After one week, assignment grades stand, and appeals will not be considered.

AI Policy:

1. Undisclosed AI use is academic misconduct. Submitting work that uses generative AI without required disclosure and documentation misrepresents authorship and the learning process. Generative AI should support learning and not replace your thinking.
2. Instructor review may include process checks. Instructors may review your work for alignment with course/assignment AI guidelines and may request a brief explanation of your process (e.g., prompts used, drafts, or a short reflection) when questions arise.
3. Consequences are instructor and assignment dependent. Each instructor will state consequences in the syllabus. Outcomes may range from feedback/revision to grade penalties and/or university academic integrity reporting, depending on severity. No student will receive an automatic penalty based solely on an AI-detection "flag."
4. Course policies may vary, but disclosure is always expected. Read your syllabus and assignment directions.
 - a. If AI use is permitted, you must include an AI Disclosure Statement (and cite the tool per instructor guidance/APA when applicable).
 - b. AI is not a scholarly source. Do not use AI-generated references/citations. You are responsible for verifying accuracy, checking for hallucinations, bias, and oversimplified or generic content.
5. Privacy and data protection. Do not enter or upload personally identifying, confidential, or sensitive information into generative AI systems.

Assessment:

1. **Course Syllabus and Policies Quiz (15 pts).** This quiz will cover information from the syllabus, as well as overall course policies related to late work, attendance, and academic integrity. All resources to successfully complete the quiz are available on Canvas. Review the items carefully prior to taking the quiz. Quiz may be taken twice for the higher of the two grades. No makeup quiz is available for this quiz.
2. **APA Quiz (15 pts).** APA resources are available on Canvas. Review the items carefully prior to taking the quiz. Quiz can be taken twice for the higher of the two scores. No makeup quiz is available for this quiz.
3. **Industry Write-Ups (30 pts each, total 90 pts).** There will be four industry topics that students will submit written reflections on. The topics will vary. All students will drop one grade from the Industry Write-Ups.
4. **Industry Insights (20 pts each, total 60 pts).** Guest speakers will be invited to visit with the class in-person or via Zoom through Industry Insights days to share their experiences working in the industry. Attendance is required and these points cannot be made up if you are absent for any reason. Attendance will be taken via iClicker. All students will drop one grade from the Industry Insights days.
5. **UNT Libraries Information Session (15 pts).** A representative from the UNT Libraries will visit us to share information about the UNT library resources available to students. Attendance will be taken via iClicker. There is no make-up activity for this visit.
6. **Exams (100 pts each, total 400 pts).** There will be four exams. Exams will be divided purposefully between items to assess the students' experience with the reading material and familiarity with the materials presented in class (e.g., handouts, in-class assignments, assigned readings, guest speakers, field trips, and lectures). The final exam is not cumulative.
7. Additional assignments may be added as deemed necessary to meet the course objectives. The final semester grade will be determined as follows: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%.