

MDSE 2490.001 Introduction to Apparel Merchandising
Course Syllabus – Fall 2025
TTH 2-3pm, Wooten Hall 222



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 10-11am, Wednesday 1-2pm, 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.

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 1pm – 5pm.
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 downgraded by 30%. After one

calendar day (24 hours) assignments are no longer 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 make sure submissions were successful. Students are encouraged to view their assignment after submission to confirm successful submission.

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. Submitting an assignment that uses Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own thought and effort. Instructors will monitor AI use and will check student work for ethical use according to their policies.
2. Every instructor has consequences stated for plagiarism in their policies. A range of disciplinary actions may result from any finding of academic dishonesty (for example, admonition, class failure, expulsion) depending upon the severity of the misconduct. In this course, the policy is that students will receive a grade of 0 for assignments found to be completed using AI, and plagiarism will be reported to the UNT Academic Integrity Officer.
3. Policies may differ between instructors and courses. Read the syllabus and course policies, especially for the consequences. If you are allowed by your instructor to use any Generative AI in a course, you must disclose and cite its use by including citations in APA style. If you are allowed by your instructor to use any Generative AI in a course, you must also carefully check for errors. AI often suffers from "hallucinations" or fictitious information, being wrong, and oversimplified, low quality, or generic results. It also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
4. To protect student data privacy, students are prohibited from the submission of personally identifying information to Generative AI systems.

Assessment:

1. **Course Syllabus and Policies Online 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 Online 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 (25 pts each, total 75 pts).** There will be a total of 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. **Guest Speaker Days (20 pts each, total 60 pts).** Guest speakers will be invited to visit with the class in-person or via Zoom and share their experiences working in the industry. Attendance is required and these points cannot be made up if you are absent for any reason. All students will drop one grade from the Guest Speaker Days.
5. **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.
6. Additional assignments may be added as deemed necessary to meet the course objectives.
7. The final semester grade will be determined as follows: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%.

MDSE 2490.001 Introduction to Retail Merchandising Tentative Course Calendar – Fall 2025				
WEEK	DATES		LECTURE/ACTIVITY	ASSIGNMENTS/DUE DATES
1	AUG	19	Welcome to class! Introduction to course and syllabus highlights	
		21	Historical Perspective of the Fashion and Home Furnishings Industries	Syllabus Quiz opens online at 6am
2		26	Historical Perspective of the Fashion and Home Furnishings Industries (cont.)	
		28	Key Industry Terms and Concepts	
3	SEPT	2	Key Industry Terms and Concepts (cont.)	Syllabus Quiz closes at 11:59pm
		4	Library Resources presentation from Briana Knox	Attendance counts for credit
4		9	Guest Speaker 1 - Professor Todd Uglow - Trademark and Copyright Law in fashion and home business *subject to change based on guest availability	Attendance counts for credit APA Quiz opens online at 6am
		11	Guest Speaker 1 - Professor Todd Uglow - Licensing Law in fashion and home business *subject to change based on guest availability	Attendance counts for credit
5		16	Exam 1 (content from Aug. 21 – Sept. 16)	Exam available online from 1-5pm
		18	Missions, Objectives, and Competitive Strategies of Fashion and Home Furnishings Businesses	APA Quiz closes at 11:59pm Industry Write-Up 1 assigned
6		23	Sourcing Decisions Across the Fashion and Home Furnishings Supply Chains	
		25	Sourcing Decisions Across the Fashion and Home Furnishings Supply Chains (cont.)	
7	OCT	30	Sustainable Supply Chains in the Fashion and Home Furnishings Industries	Industry Write-Up 1 due by 11:59pm
		2	Sustainable Supply Chains in the Fashion and Home Furnishings Industries (cont.)	
8		7	Guest Speaker 2 – TBA *subject to change based on guest availability	Attendance counts for credit
		9	Exam 2 (content from Sept. 18 – Oct. 2)	Exam available online from 1-5pm
9		14	Marketing Research in Fashion and Home Furnishings	Industry Write-Up 2 assigned
		16	Marketing Research in Fashion and Home Furnishings (cont.)	
10		21	Color, Material, and Trend Forecasting	
		23	Designing Fashion and Home Furnishings Products	Industry Write-Up 2 due by 11:59pm
11		28	Designing Fashion and Home Furnishings Products (cont.)	Industry Write-Up 3 assigned
		30	Guest Speaker 3 - TBA *subject to change based on guest availability	Attendance counts for credit
12	NOV	4	Exam 3 (content from Oct. 14 - 28)	Exam available online from 1-5pm
		6	Preproduction Processes and Manufacturing Fashion and Home Furnishings Products	Industry Write-Up 3 due by 11:59pm
13		11	Wholesaling Fashion and Home Furnishings Brands	

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WEEK	DATES		LECTURE/ACTIVITY	ASSIGNMENTS/DUE DATES
		13	Wholesaling Fashion and Home Furnishings Brands (cont.)	Industry Write-Up 4 assigned
		18	Fashion and Home Furnishings Distribution and Retailing	
		20	Fashion and Home Furnishings Distribution and Retailing (cont.)	
14		25	Thanksgiving Break – No Classes	
		27	Thanksgiving Break – No Classes	
15	DEC	2	Guest Speaker 4 - TBA *subject to change based on guest availability	Attendance counts for credit Industry Write-Up 4 due by 11:59pm
		4	Makeup exams for students who missed an exam	Make-up exam available online from 1-5pm
16		11	FINAL EXAM (content from Nov. 6 - 20) Date and time follows the UNT Final Exam Schedule	Exam available online Thursday from 1:30-3:30pm