University of North Texas  
College of Merchandising, Hospitality & Tourism  
RETL 3950 Visual Merchandising and Promotion  
Course Syllabus – Fall 2017  
MW 12:30-1:50pm, BLB 155

Description: Study of the promotional strategies in retail merchandising and fashion product development industry. Emphasis is on various promotional tools such as visual presentation in window displays, store layout, print and broadcast advertising, interactive media, sales promotion, public relations, special events, and fashion shows. Experience in planning, execution, installation, and evaluation of promotional strategies. Practice with equipment, materials, and techniques used in presentation of merchandise.

Prerequisite: MDSE 3750 Consumer Studies – Students must present a copy of their transcripts by the second class meeting indicating completion of the pre-requisite class with a grade of C or better. Classes may be taken concurrently. Please highlight the relevant class on the transcript.

Objectives:
1. Define terms used in the promotion of retail merchandising and fashion product development industry
2. Understand the importance of store layout, space allocation, and merchandise presentation as a factor in maximizing department / store sales and profit
3. Identify promotional activities and media used at all levels of the apparel and home furnishings industries
4. Develop effective promotional strategies by integrating media mix and promotional tools
5. Evaluate promotional strategies and visual merchandising presentations

Instructor: Ms. Marissa S. Zorola, M.S.
Office: Chilton 355C
Phone: (940) 369-7832 (office) or (940) 565-2436 (main office)
E-mail: mzorola@unt.edu
Office Hours: Monday 9:30-11am, Tuesday 2-3pm, Wednesday 9:30-11am, or by appointment
Materials: Students will be required to purchase supplies for the purpose of window displays.

Enrollment Reminder:
It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through Sept. 11th to make sure 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. Students cannot be reinstated for any reason after the 12th class day regardless of the situation. It is the student’s responsibility to ensure all payments have been made.

Attendance:
1. Attendance is required and taken every class period via a roll sheet. If you forget to sign the roll sheet you will have to take the absence. Sign the roll sheet only for yourself and sign only if you attend at least half the class session.
2. You are responsible for attending each class meeting and securing your own lecture notes from another student if you miss class.
3. University attendance regulations are enforced. See the UNT Undergraduate Catalog for policy information. Please note: After 5 class absences, students will be asked to drop the course for non-attendance. Dropping the course will be the student’s responsibility, not the instructor’s.
**Exams:**

1. Exams will be given online on the scheduled date listed in the course calendar. The time allotted for each exam will vary based on the number of questions per exam. There will be a 2-hour window to access the exam, 11am-1pm.

2. Exams will be a set of questions randomized from a larger test bank of questions. The exam is timed and students are expected to be prepared to complete the exam without the aid of materials such as textbook or notes.

3. All makeup exams are given on an assigned date listed on the calendar. Students can only take one makeup exam. Makeup exams are for students who missed an exam, not to improve an exam grade.

4. Final exams will be administered online and on the designated date during the final week of each long semester and during the specific day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts. **Final exams will not be given early.**

**Blackboard:**

1. RETL 3950 is online and accessible through Blackboard Learn. Students should log in regularly for class announcements and updates regarding class, grades, assignments, field trips, and other events. Logging in will not make up for lack of class participation, non-attendance, or low averages.

2. Each student must know his/her EUID and password. The login page for Blackboard is [https://learn.unt.edu/](https://learn.unt.edu/). If you have technological issues, please contact the help desk at (940) 565-2324, helpdesk@unt.edu, or [http://helpdesk.unt.edu](http://helpdesk.unt.edu). If you have pages missing or items are not retrievable, please contact the instructor.

**Assignment Policies:**

1. All assignments will be submitted via an online Turnitin submission link on Blackboard. Assignments due online will not be accepted via email. Assignments that have successfully uploaded to the Turnitin system will create a digital receipt that you should retain for your records. If you are having trouble uploading your assignment, you must contact CLEAR using the information provided above. **Each student is responsible for ensuring that their file is compatible with the system and within file size restrictions.** Assignment due dates will be available on the course calendar.

2. Late assignments are downgraded by 30%. After one calendar day (24 hours) assignments are no longer accepted for credit. There will be no exceptions.

3. 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.

**Assessment:**

1. **Promotional Campaign (200 pts).** Students will work in groups to develop a promotional campaign for a unique store concept or for an existing retailer. The promotional campaign will require a situational analysis, a business plan, and a promotional strategy. The campaign will include promotional aspects such as print media pieces, broadcast media ideas, development of a special event, and more. Details and handouts will be presented at a later date.

2. **Visual Merchandising - Window Display (50 pts).** As part of the Promotional Campaign, student teams will develop and implement a window display. Details and handouts will be presented at a later date.

3. **Promotional Campaign Presentation (50 pts).** The Promotional Campaign will be presented in class at the end of the semester. Details and handouts will be presented at a later date.

4. **Exams (300 pts).** Exams will be divided purposefully between content 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 instructor will keep all exams. The final exam is not cumulative.

5. Class lectures, online practice quizzes, and other activities are intended to enrich or supplement the assigned readings. They are not intended to summarize or substitute for the readings. The instructor will be glad to meet
individually with students to discuss materials presented in the readings or the class lectures, to help the student determine his or her progress in the class, or other relevant purposes.

6. Your success in this course will depend on several factors:
   - Attending class and arriving on time regularly
   - Participation in class discussion
   - Execution of any written work in the course

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%

Academic Advising:
1. All students should meet with their Academic Advisor at least one time per semester (Fall and Spring). Update your degree plan regularly to stay on track for a timely graduation.

2. All pre-majors MUST meet with their Academic Advisor to receive an advising code to register for classes each semester.

3. Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class. 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. 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. For additional information regarding requirements and policies, refer to the 2017-2018 UG Catalog.

Financial Aid Satisfactory Academic Progress (SAP) – Undergraduates:
1. A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA and successfully completing the 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.

2. A decision to drop a course may affect your current and future financial aid eligibility. Visit http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.

3. 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.

Office of Disabilities Accommodations:
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.

Course Safety Statements:
Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use proper 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. 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. If it is determined that a student has engaged in a form of academic dishonesty, that student will receive partial or no credit for the assignment depending on the level of academic dishonesty that has occurred. Also, the student will receive a sanction that will be reported to the UNT Dean of Students Office and the Office of Academic Integrity.

Expected Student Behavior:
Student are expected to be respectful of others, i.e., other students and faculty. 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 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 online classrooms, 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. Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cell phones, dressing inappropriately).

Laptops are permitted in the classroom and students are expected to use them responsibly. If the situation arises that students are using laptops for non-class related activities, laptops will no longer be permitted for the entire class for the remainder of the semester.

Access to Information:
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 do so to 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 is: http://eagleconnect.unt.edu/

**Student Perceptions of Teaching (SPOT):**
The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence. SPOT evaluations will be open from April 17 – May 4.

**Transferring a Course to Meet UNT Degree Requirements:**
Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to ensure 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.

**Academic Organizational Structure:**
Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

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Individual Faculty Member/Advisor
   ↓
Department Chair
   ↓
Associate Dean, College of Merchandising, Hospitality, & Tourism
   ↓
Dean, College of Merchandising, Hospitality, & Tourism
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**Emergency Notification and 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: 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, class information will be disseminated via Blackboard and course instruction will continue online as is possible.

### Important Fall 2017 Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Aug 28</td>
<td>First day of class</td>
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<tr>
<td>Sept 1</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
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<tr>
<td>Sept 4</td>
<td>Labor Day – UNT closed</td>
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<tr>
<td>Sept 11</td>
<td>Census date – Students cannot be added to a course for any reason after this date.</td>
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<tr>
<td>Sept 12</td>
<td>Beginning this date, students must have written consent of instructor to drop a course.</td>
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<tr>
<td>Oct 6</td>
<td>Last day to drop a course or withdraw from UNT with a grade of W. After this date, a grade of WF may be assigned.</td>
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<tr>
<td>Oct 7</td>
<td>Instructors may drop a student for nonattendance beginning this date.</td>
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<tr>
<td>Nov 6</td>
<td>Last day for a student to drop a course with consent of instructor with either a W or WF.</td>
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<tr>
<td>Nov 23-26</td>
<td>Thanksgiving holiday – UNT closed</td>
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<tr>
<td>Dec 6-7</td>
<td>Pre-final days</td>
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<tr>
<td>Dec 7</td>
<td>Last class day</td>
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<tr>
<td>Dec 8</td>
<td>Reading day (no classes)</td>
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<tr>
<td>Dec 9-15</td>
<td>Final exams <em>(Exams begin on Saturday)</em></td>
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<tr>
<td>Dec 15-16</td>
<td>Graduation ceremonies</td>
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