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, Wednesday 10-11am; Tuesday, Thursday 1-2pm; 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 September 9th 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 September 9th 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 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.

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.
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 text book 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. If a student misses a final exam, the exam will not be reopened.**

**Canvas:**

1. RETL 3950 is online and accessible through Canvas. 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. Canvas can be accessed via the following link: [https://unt.instructure.com/login/canvas](https://unt.instructure.com/login/canvas). In order 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](http://helpdesk.unt.edu). If you have pages missing or items are not retrievable, please contact the instructor.

**Assignment Policies:**

1. All outside class 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 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 uploaded correctly, 2) their file is compatible with the system, and 3) their file is within file size restrictions.

2. Assignment due dates will be 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 will be no exceptions. This includes assignments that did not upload correctly to Canvas, as it is ultimately the student’s responsibility to make sure submissions were successful.

3. There are no makeup assignments for any in-class activity or guest speaker grade. Instead, each student will be allowed to drop one 0 as a result of an absence.

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.

**Assessment:**

1. **Promotional Campaign (125 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 (75 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. **Classwork and/or outside class assignments (10 pts each).** These will be assigned as needed to help accomplish course objectives.

5. **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.

6. 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.

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) to update
your degree plan regularly to stay on track for a timely graduation. All new freshman and transfer students are
REQUIRED to meet with their Academic Advisor for their first 2 semesters to receive an advising code to register
for classes for the next semester.
2. CMHT students are expected to meet all prerequisites for the courses in which they are registered.
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.
4. Any transfer course(s) from another institution must receive prior approval from your CMHT Academic Advisor
to ensure that the course(s) will be applicable to your degree plan at UNT.
5. For additional information regarding requirements and policies, refer to the 2019-2020 UG Catalog. Students
may also contact the advising office in Chilton Hall 385 at 940-565-4635.

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://financial
aid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory
Academic Progress.
3. Talk to your academic advisor or Student Financial Aid if you are thinking of dropping a course. Speak with the
course instructor to discuss any possible options to be successful in the course before dropping. Meeting the
deadlines for dropping a course are the student’s responsibility.
4. After the 12th class day, students cannot drop a course online through the my.UNT Student Portal. Please see
the instructions for dropping a class here: https://registrar.unt.edu/registration/dropping-class

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. See UNT policy: https://policy.unt.edu/policy/06-003. In the event that it is determined 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 other students, guests, 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 for any intentional damages they cause in classrooms. Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, texting, answering the phone, making inappropriate comments, 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, and EagleConnect is the official method of communication for UNT. 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://it.unt.edu/eagleconnect.
Student Resources:
The University has a number of resources that can be useful if you find yourself in need of help. Faculty and
advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating
violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might
consult are:

<table>
<thead>
<tr>
<th>Resource</th>
<th>Phone Number</th>
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</thead>
<tbody>
<tr>
<td>UNT Police</td>
<td>940-565-3000</td>
</tr>
<tr>
<td>Dean of Students</td>
<td>940-565-2648 or 940-565-2039</td>
</tr>
<tr>
<td>Counseling and Testing</td>
<td>940-565-2741</td>
</tr>
<tr>
<td>Student Health and Wellness Center</td>
<td>940-565-2333</td>
</tr>
<tr>
<td>Office of Disability Access</td>
<td>940-565-2333</td>
</tr>
<tr>
<td>Housing and Residence Life</td>
<td>940-565-2610</td>
</tr>
<tr>
<td>Substance Use and Resource Education Center</td>
<td>940-565-3177</td>
</tr>
<tr>
<td>Veterans Center</td>
<td>940-369-8021</td>
</tr>
<tr>
<td>Denton County Friends of the Family</td>
<td>940-387-5131</td>
</tr>
<tr>
<td>National Suicide Hotline</td>
<td>1-800-273-TALK</td>
</tr>
</tbody>
</table>

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.

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:

```
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 Canvas and course instruction will continue online if possible.

Career Resources:
1. For one-on-one help with your resume or other job-search skills, Ms. Janice Lader will have office hours in Chilton 388 on Tuesday and Wednesday afternoons from 2:00 to 4:00. Additional appointments are available in the Career Center if your schedule does not allow you to meet with her during these times.
2. The Career Center is currently located in Chestnut Hall (just across the street from Chilton), and will be moving to Sage Hall sometime this year. They provide free help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs.
3. Internship / Career Industry Contact Opportunities
   - In the fall semester, watch for information about the Executive in Residence (EIR) Lecture. This is an opportunity to hear about innovative industry and network with CMHT Board members and speakers.
   - Also in fall, look for the MDR Career Expo, which provides opportunities to talk with recruiters and maybe interview on the spot! There may also be an opportunity to have lunch with recruiters.
   - CMHT Student organizations bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
   - We sometimes have an Industry Partner of the Day set up in the hallway near the advising offices. These may be publicized in your classes and are posted on the bulletin board in the Chilton hallway.
4. Online Job Board and Social Media Sites
   - https://cmht.unt.edu/jobs
   - Facebook CMHT Careers Group - https://www.facebook.com/groups/CMHTCareers/
   - LinkedIn - https://www.linkedin.com/in/unt-cmht-2023b8173/
   - Twitter - @UNTCMHT
   - Facebook Social Site - @UNTCMHT and @UNTHTM
   - Instagram - @untcmht

IT Student Resources:
1. CMHT-IT Services Student Laptop Checkout Information
   - The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room 386 will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:
     - Monday: 7:30AM – 9:30PM
     - Tuesday: 7:30AM – 9:30PM
     - Wednesday: 7:30AM – 9:30PM
     - Thursday: 7:30AM – 9:30PM
     - Friday: 7:30AM – 5:00PM
   - These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will not save your data. So be sure to use a USB or email yourself to save your work!
   - For more information, please stop by the CMHT-IT Services desk or visit: https://itservices.cmht.unt.edu/ or call (940) 565-4227.
2. **CMHT Student Computer Lab**
   - Located on the 3rd floor of Chilton Hall, technology classroom 388 will be open for students as a computer lab Monday - Friday between the hours of 8:00AM – 11:00AM and from 2:00 PM to 5:00PM. In this computer lab, please take advantage of the space for your study time, group projects, tutoring or printing needs.

3. **CMHT Virtual Lab**
   - UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: [https://itservices.cmht.unt.edu/labs](https://itservices.cmht.unt.edu/labs). The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

### Important Fall 2019 Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 26</td>
<td>First day of classes</td>
</tr>
<tr>
<td>August 30</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
</tr>
<tr>
<td>September 2</td>
<td>Labor Day – UNT closed</td>
</tr>
<tr>
<td>September 9</td>
<td>Census date – Students cannot be added to a course for any reason after this date.</td>
</tr>
<tr>
<td>September 10</td>
<td>Beginning this date, students must follow university procedures to drop a class. See <a href="https://registrar.unt.edu/registration/dropping-class">https://registrar.unt.edu/registration/dropping-class</a></td>
</tr>
<tr>
<td>November 4</td>
<td>Last day for a student to drop a course and receive a W.</td>
</tr>
<tr>
<td>November 28-29</td>
<td>Thanksgiving Break – UNT closed</td>
</tr>
<tr>
<td>December 4-5</td>
<td>Pre-finals days</td>
</tr>
<tr>
<td>December 5</td>
<td>Last class day</td>
</tr>
<tr>
<td>December 6</td>
<td>Reading day – No classes</td>
</tr>
<tr>
<td>December 7-13</td>
<td>Final Exams <em>(Exams begin on Saturday)</em></td>
</tr>
<tr>
<td>December 13-14</td>
<td>Commencement ceremonies</td>
</tr>
</tbody>
</table>