University of North Texas  
College of Merchandising, Hospitality and Tourism  
MDSE 4001 New York Study Tour  
Course Syllabus for Summer Maymester 2018

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:  
May 14-16  9:00am-11:50am  
May 20-26  Class meets in New York

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.

Instructor: Ms. Marissa S. Zorola, M.S.  
Office: Chilton 355C  
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E-mail: mzorola@unt.edu  
Office Hours: By appointment only.

Assignment Due Dates: Pre-trip presentation are due at 8:00am the day of your presentation. The Retail Store Analysis is due on Thursday, May 31st at 2:00pm. Assignments will be submitted online via TurnItIn. Note that TurnItIn will begin to automatically mark assignments late at 2:00pm. Please be responsible and give yourself plenty of time to upload your assignment. It is strongly recommended that students submit the assignment early.

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.

**On-Campus Attendance:** Each on-campus meeting will be worth 15 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.

**Participation in New York:** Punctuality, alertness, and participation in discussion will influence the grade received. Twenty 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 conduct themselves as professionals at all times. 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.

**Pre-Trip Presentation (40 points).**
Students will choose from a list of New York related topics and give a short presentation. 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.

**Appointment Summaries, (100 points).** Submit a one-page summary of each appointment for each day. Include a description of the company or organization, advantages and disadvantages of this career, intern opportunities, training programs, and career opportunities. 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. Each summary is worth 15 points.

**Retail Store Analysis (150 points).** While in New York City, visit your assigned store and complete a merchandising analysis. The paper should address the following: visual merchandising, store environment, merchandise analysis, customer service summary, and store image analysis.

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<thead>
<tr>
<th>Project</th>
<th>Points Available</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Pre-Trip Presentation</td>
<td>40</td>
<td>May 14, 15, or 16</td>
</tr>
<tr>
<td>On-Campus Attendance</td>
<td>45</td>
<td>May 14, 15, and 16</td>
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<tr>
<td>Participation; Professionalism</td>
<td>150 (10 x 15 pts. each)</td>
<td>Points earned while New York</td>
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<tr>
<td>Appointment Summaries</td>
<td>150 (5 x 30 pts. each)</td>
<td>May 30th, 2pm</td>
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<tr>
<td>Retail Store Analysis</td>
<td>150</td>
<td>May 31st, 2pm</td>
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<tr>
<td>Total Points</td>
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