University of North Texas  
College of Merchandising, Hospitality & Tourism  
MDSE 4660 Advanced Merchandising Applications  
Course Syllabus – Summer 5WK2 2018  
M-TH 9:00-10:50am BLB 270

**Description:** Students gain experience using the case study method in a variety of apparel and home furnishings industry environments. Emphasis is on analysis, problem solving, and critical thinking in business situations.

**Objectives:**
1. To encourage critical thinking through the application of merchandising theories and principles in industry situations
2. To involve students in the process of orderly thinking and analysis that is required for logical decision-making
3. To develop interpersonal skills required to express thoughts, ideas, and feelings within a group
4. To develop a diversity of perspectives

**Prerequisites:**
- For MDSE and RETL students: MDSE 2490, MDSE 3510, MDSE 3750, MDSE 4010 major in MDSE, plus 9 additional hours in the major with a grade of C or better
- For DRTL students: DRTL 2090, MDSE 3510, MDSE 3750, MDSE 4010, major in DRTL, plus 9 additional hours in the major with a grade of C or better
- For HFMD students: HFMD 2400, MDSE 3510, MDSE 3750, HFMD 3380, major in HFMD, plus 9 additional hours in the major with a grade of C or better

Students **must present a copy of their transcripts by the second class meeting** indicating completion of the prerequisite classes, with a grade of at least a 'C'. Classes cannot be taken concurrently. Please highlight the relevant classes on the transcript.

**Instructor:** Ms. Marissa S. Zorola, M.S.  
**Office:** Chilton 355C  
**Phone:** (940) 369-7832 (office) or (940) 565-2436 (main office)  
**E-mail:** mazorola@unt.edu  
**Office Hours:** By appointment only  
**Text:** Course materials (e.g., cases, book chapters, articles) will be distributed in-class and online. Some of the cases ($3-$6) will need to be purchased online: read “Case Paper” guideline distributed in class.

**Enrollment Reminder:**
It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through July 12th 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. **CMHT will not be able to reinstate students for any reason after July 12th 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. Forging another student’s name on the roll sheet is a form of cheating and will be reported to the Dean of Students. Only sign the roll sheet if you attend at least half the class session.
2. You are responsible for attending each class meeting and engaging in in-class discussion. Students will earn participation points for in-class discussion. These points cannot be made up if missed. Students are earning points every day in class. Missing class means lost points that can negatively impact your grade.
3. University attendance regulations are enforced. See the UNT Undergraduate Catalog for policy information.

Blackboard:
1. MDSE 4660 is online and accessible through Blackboard Learn. Students should log in regularly for class announcements and updates regarding class, grades, assignments, and other events. Logging in will not make up for lack of class participation, non-attendance, or low averages.
2. All assignments will be submitted online using a Turnitin submission link. Students should expect to receive a ‘receipt’ when documents have been uploaded correctly and received by the Turnitin database. If you are having trouble uploading your assignment, you must contact CLEAR using the information provided below. Each student is responsible for ensuring that their file is compatible with the system and within file size restrictions.
3. Each student must know his/her EUID and password. The login page for Blackboard is 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. If you have pages missing or items are not retrievable, please contact the instructor.

Assignments:
1. Any assignment that is late automatically drops by 30%. After one calendar day (24 hours) assignments are no longer accepted for credit. There will be no exceptions.
2. There are no make-up assignments for in-class participation.
3. There are no make-ups for online quizzes for credit. These graded quizzes will be open and available for several days so there is no make-up, alternative activity, or lowest grade dropped.
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. Case Study Papers (75pts x 3 cases). Students are required to read the provided case and prepare a Case Paper addressing several questions presented in the case. Students can opt to work on the cases individually or with one other student.
2. Case Study Discussion (25pts x 3 cases). Students are required to read the provided case and be prepared for in-class discussion.
3. Small Case Study (20pts x 4 small cases). Students will have two small case studies involving in-class discussion.
4. Career Case (200pts). Students will conduct research on a current industry executive. Points will be earned for paper (100pts), presentation (50pts), and evaluation of peer presentations (30pts).
5. Guest Lecturers (25pts x 3 lecturers). Students will be required to attend on guest lecturer days, as well as participate via discussion and questions with the guest lecturer.
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%

CMHT Academic Requirements:
1. Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.0 on all courses completed at UNT beginning in Fall 2017. First term/semester transfer students must have a transfer grade point average of 2.0.
2. A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality course completed in residence or transferred to UNT.

3. Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality, and Tourism include:
   a. A minimum GPA of at least 2.0 on all courses completed at UNT.
   b. A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGT.
   c. A minimum of 2.0 GPA in all work attempted, including transfer, correspondence, extension and residence work.

4. For timely graduation - 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. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class. 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.

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 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.
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. For additional information regarding requirements and policies, refer to the 2017-2018 UG Catalog. Students may also contact the advising office in Chilton Hall 385 at 940-565-4635.

<table>
<thead>
<tr>
<th>Major</th>
<th>Last Name</th>
<th>Advisor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Experience Management</td>
<td>A-Z</td>
<td>Kelly Ayers</td>
</tr>
<tr>
<td>Digital Retailing</td>
<td>A-L</td>
<td>Jaymi Wenzel</td>
</tr>
<tr>
<td></td>
<td>M-R</td>
<td>Jon Bartlett</td>
</tr>
<tr>
<td></td>
<td>S-Z</td>
<td>Philip Aguinaga</td>
</tr>
<tr>
<td>Home Furnishings Merchandising</td>
<td>A-Z</td>
<td>Kelly Ayers</td>
</tr>
<tr>
<td>Hospitality Management</td>
<td>A-L</td>
<td>Jaymi Wenzel</td>
</tr>
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<td></td>
<td>M-Z</td>
<td>Philip Aguinaga</td>
</tr>
<tr>
<td>Merchandising</td>
<td>A-L</td>
<td>Amanda Johnson</td>
</tr>
<tr>
<td></td>
<td>M-Z</td>
<td>Jon Bartlett</td>
</tr>
<tr>
<td>Retailing</td>
<td>A-L</td>
<td>Amanda Johnson</td>
</tr>
<tr>
<td></td>
<td>M-Z</td>
<td>Jon Bartlett</td>
</tr>
</tbody>
</table>

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. If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

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. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. 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](http://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](http://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/](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.

**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 insure that all UNT Merchandising and Hospitality Management 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 Summer 5WK2 Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>July 9</td>
<td>First day of classes.</td>
</tr>
<tr>
<td>July 12</td>
<td>Census date.</td>
</tr>
<tr>
<td>July 13</td>
<td>Beginning this date a student dropping a course must first receive written consent of instructor.</td>
</tr>
<tr>
<td>July 19</td>
<td>Last day to drop a course or withdraw with a grade of W for courses student is not passing. After this date a grade of WF may be recorded.</td>
</tr>
<tr>
<td>July 20</td>
<td>Beginning this date instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>August 1</td>
<td>Last day to drop with either W/WF. Last day to drop course with consent of instructor. Last day to withdraw. Last day for instructor to drop student with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>August 2</td>
<td>Beginning this date, a student who qualifies may request an Incomplete.</td>
</tr>
<tr>
<td>August 9</td>
<td>Last regular class meeting.</td>
</tr>
<tr>
<td>August 10</td>
<td>Final Exams.</td>
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</tbody>
</table>

General Format for Assignments

Read carefully as points will be deducted for not following the format guidelines.

Unless otherwise specified, assignments submitted should be prepared according to the following guidelines:

1. Documents should be computer-generated using 12pt traditional font (Times New Roman or Arial) with 1” margins on all sides. Assignments should be double-spaced.
2. Follow APA guidelines for cover page, running head, page numbers, headings/subheadings, etc.
3. Proofread for correct spelling, grammar, and punctuation.
4. Papers should be written in third person.
5. Cite your sources of information and provide references. APA style citations and reference list are required. APA guidelines available on Blackboard for reference.
6. Avoid using WikiPedia as a source. Use library databases such as Business Source Complete.
7. Use quotations only when it is absolutely necessary to use the exact words of the original source. Otherwise, paraphrase.