

**STUDY ABROAD - FLORENCE & LONDON**  
**CMHT 5000**  
**SUMMER 2023 – 10 Weeks**

Pre-travel Meetings: May 15 (9 am – 4:00 pm), Chilton 345

Travel: May 19- June 3

Post-Travel: Online

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**INSTRUCTOR:** Dr. Sanjukta Pookulangara  
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**OFFICE HOURS:** By appointment only  
**Please email to make an appointment.**

**COURSE DESCRIPTION (3 hrs.):**

Experiential learning in industry centers for fashion, home furnishings, and/or hospitality provides a context for career development as well as an overview of the industry at work. Students collect and synthesize primary and secondary data into comprehensive analyses for career opportunities, trends, brands and other appropriate elements for the fashion, home furnishings, and hospitality industries.

**CMHT 5000 OBJECTIVES:** Upon completion of this course, a student should be able to:

- Examine the impact of the economic, social, and political environments on fashion change.
- Analyze major global trends and their impact on market conditions.
- Evaluate the competitive status of the U.S. merchandise sector within the context of the global economy.
- Identify current merchandising and retail trends.
- Appreciate fashion design as it relates to art.
- Examine the impact of the economic, social, and political environments on fashion change.
- Employ segmentation strategies to determine consumer demand in the diverse, global marketplace.
- Articulate how different company cultures can impact the consumer outcome.
- To investigate trade policy in the context of sourcing merchandise
- Gain an understanding of merchandising career roles and responsibilities.

**STUDY ABROAD OBJECTIVES:**

- To learn to communicate ideas across cultures with a diversity of perspectives.
- To be provided an opportunity outside of the classroom to communicate and network.

- To analyze major global trends and their impact on market conditions and emerging economies
- To develop an appreciation of other cultures and ways of life

**Required Text:**

Required readings will be posted on Canvas. They will be covered in pre-trip meetings.

**Prerequisite:** Prerequisite(s): Consent of college.

Each prospective student will also need to attend a mandatory interview with Dr. Pookulangara prior to acceptance into this class.

**ASSIGNMENT & PROJECT DUE DATES**

Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in prior to class or prior to the cut-off date on Canvas. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

**Instagram takeover (30 points)** Additional information will be provided in class.

**Visual Merchandising Assignment (50 points)**: Students will be required to analyze visual merchandising for stores in Florence OR London.

**Trend Forecasting Assignment (85 points)**: Guidelines will be distributed in class.

**Museum Assignment (20 points)**: Guidelines will be distributed in class.

**Participation Points (40 points, 20 points each location)**: These points will be based on the entire group's participation. If the group is engaged and asks questions when in a situation which enables them to do so, then everyone wins. If there is low participation, then you lose points.

- Poor participation: Students not engaged, faculty keep on asking students to ask questions, wandering around taking photos or being on the phone most of the time – zero participation points.
- Minimum threshold of participation – Students are engaged with the talk and not wondering about taking photos. At least 4 students asked questions. This level of participation will guarantee 60% of the grade.
- Average threshold of participation - Students are engaged with the talk and not wondering about taking photos. At least 6 students asked questions. This level of participation will guarantee 80% of the grade.
- Above exceptional threshold of participation - Students are engaged with the talk and not wondering about taking photos. At least 8 students asked questions. This level of participation will guarantee 100% of the grade.

**Case Study Assignment (150 points)**: Guidelines will be distributed in class.

**Grade Scale:** Grades are not curved. The final semester grade will be determined as follows:

<b>A</b>	<b>518</b>	<b>575</b>
<b>B</b>	<b>460</b>	<b>517</b>
<b>C</b>	<b>403</b>	<b>459</b>
<b>D</b>	<b>345</b>	<b>401</b>
<b>F</b>	<b>BELOW 345</b>	

**Tentative Calendar for CMHT 5000**

<b>Date</b>	<b>Activity</b>	<b>Description / What is due?</b>
Monday, May 15	Class meeting – 9 am – 4:00 pm	Information regarding the trip, Assignment information, Research Activities
Friday, May 19	<b>Depart for Florence</b>	<b>Depart from DFW Airport Remember your passports!!</b>
Saturday, May 20	<b>See Itinerary for details about appointments</b>	<b>Arrive at Florence</b>
Sunday, May 21		
Monday, May 22		
Tuesday, May 23		
Wednesday, May 24		
Thursday, May 25	<b>Day trip to Milan</b>	
Friday, May 26	<b>Free Day in Florence</b>	
Saturday, May 27		<b>Depart for London</b>
Sunday, May 28		
Monday, May 29		
Tuesday, May 30		
Wednesday, May 31		
Thursday, June 01		
Friday, June 02	<b>Free day in London</b>	
Saturday, June 03	<b>Return to DFW!</b>	
TBD		<b>Assignments will have different deadlines</b>