

GLOBAL DISCOVERY EUROPE – FLORENCE & LONDON
MDSE 4004
SUMMER 2023 – 10 Weeks

Pre-travel Meetings: May 15- (9 am – 4:00 pm), Location TBD
Travel: May 19- June 3

Post-Travel: Online

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

COURSE DESCRIPTION (3 hrs.):

Experience fashion and home furnishings industries through visits to manufacturing facilities, retail establishments, museums, historical structures, and industry support organizations in Europe, primarily in London. Pre-trip and post-trip class meetings required. MDR students may get program credit for up to two study tour classes.

MDSE 4004 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.
- Integrate qualitative evaluation in the critical analysis of costume and exhibition.
- 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: DRTL 2090, HFMD 2400 or MDSE 2490; approval of application, good standing, and consent of department.

Students must present a copy of their transcripts at their interview with Dr. Pookulangara. Students must be a major in merchandising, home furnishings, or digital merchandising, have advanced standing in the major, or consent of faculty. Seniors will be given preference.

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

GRADE DETERMINATION

In-class assignment (20 points) – Each team will prepare a presentation deck as per the assignment requirements.

Illustrated Journal (180 points) Each student will create an illustrated (photographic) journal of his/her European Study Abroad experience (e.g., welcome, and farewell dinners, what you learned at appointments, London and Paris retail encounters, cultural experiences, and reflections on professional and personal development). Record your thoughts “as you go” or you may find that you cannot keep all the information as clearly delineated as you would like.

The purposes of the assignment are to:

- a. Demonstrate your understanding of the merchandising process in an international context,
- b. Give evidence of your understanding of the retail merchandising practices in a developing economy,
- c. Illustrate your perspective of the cultures and people of France, the UK, and Ireland,
- d. Develop your aesthetic thoughts inspired by this travel,
- e. Record information about developing trends, and
- f. Reflect on your study abroad experience.

The secondary purposes are to provide contact information for future networking and a tangible reminder of your Europe experience.

Instagram takeover (20 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.

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

A	374	415
B	332	373
C	291	331
D	249	290
F	BELOW 249	

Tentative Calendar for MDSE 4004

Date	Activity	Description / What is due?
Monday, May 15	Class meeting – 9 am – 4:00	Information regarding the

	pm	trip, Assignment information, Research Activities
Friday, May 19	Depart for Florence	Depart from DFW Airport Remember your passports!!
Saturday, May 20	See Itinerary for details about appointments	Arrive at Florence
Sunday, May 21		
Monday, May 22		
Tuesday, May 23		
Wednesday, May 24		
Thursday, May 25	Day trip to Milan	
Friday, May 26	Free Day in Florence	
Saturday, May 27		Depart for London
Sunday, May 28		
Monday, May 29		
Tuesday, May 30		
Wednesday, May 31		
Thursday, June 01		
Friday, June 02	Free day in London	
Saturday, June 03	Return to DFW!	
TBD		Assignments will have different deadlines