



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**Consumer, Apparel and Retail Studies**  
Course Syllabus  
**RCS 363 Visual Merchandising & Product Presentation**  
Fall 2019

**CREDITS:** 3 Credit Hours

**PREREQUISITES/COREQUISITES:** APD 242

**INSTRUCTOR INFORMATION:**

**Instructor:** Anne Mitchell Wood, M.S.  
**Office:** 353 Stone  
**Office hours:** Tuesday/Thursday, 2:00 to 3:30 PM, and by appointment  
**Phone:** 336-256-0272  
**E-mail:** [acmitch2@uncg.edu](mailto:acmitch2@uncg.edu)

**CATALOG DESCRIPTION:**

Skill development in product presentation. Conceptualization and implementation of store displays based on an understanding of visual merchandising concepts and theories as well as planning strategies and techniques.

**REQUIRED TEXT/MATERIALS:**

Pegler, M. (2012). *Visual merchandising and display*. New York, NY: Fairchild.  
You need to buy and bring a USB drive to class EVERY DAY! This will be used for Mockshop/Visual Retailing throughout the entire semester.

**STUDENT LEARNING OUTCOMES:**

Upon successful completion of this course, students will be able to:

- Understand visual merchandising concepts, theories, processes, and techniques in various retail environments.
- Apply strategies for making profitable display decisions for retailers.

- Solve visual merchandising problems by integrating critical thinking and practice.
- Develop retail store displays based upon aspects of store image, merchandise type, target market characteristics, and promotional theme.

## **TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:**

This course will be a combination of presentations, discussions, software practice (Mockshop/Visual Retailing), fieldwork and group activities.

## **EVALUATION AND GRADING:**

### **Course Requirements and Assignments**

#### Exams

#### Overview

150 points of your overall grade will be based on three exams given throughout the semester. Exams are worth 50 points each. No study guides will be provided. Exams will include concepts covered in class and on PowerPoints.

#### Instructions

Work individually to complete the exams. The exams will be open-book exams that will assess your understanding of the key terms and principles of visual merchandising as discussed in the class and in the textbook. The exams will consist of approximately 40-50 questions, including T/F, Matching, Multiple Choice and short essay. The exams are open for 7 days with a 2 hour time limit with 2 total attempts. They will be taken on Canvas outside of class. The final exam will be open from the start of final exams (Dec 6th, 8:00am) through our designated exam date (Dec 12, 6:30pm).

#### Application project #1—Display assessment

#### Overview

100 points of your overall grade will be based on an assessment of one retailer's window display. I encourage you to use resources like Fashion Snoops, the Internet, (including international sources) to choose the most interesting window possible for your assessment or you may choose a local window. For example, Anthropologie usually has compelling windows. Do not use anyone's work but your own; so do not choose a window that comes from any kind of source with a lavish description, online or otherwise.

## **Instructions**

Work individually to complete this assignment. You will complete an assessment of one retailer's window display in terms of visual merchandising and display basics (e.g., color, texture, line, composition, lighting, display settings) and overall effectiveness for promoting sales. The more detail you provide, the more points you will earn.

Your report needs to include: 1) a **MINIMUM four-page written paper** which must include a summary description (not including photo) of the window display in Times 12pt double-spaced with 1" margins on all 4 sides. Please use paragraphs to delineate ideas. 2) complete discussion of the overall effectiveness of the window display; and 3) at least 3 specific recommendations for improvement; 4) page 6 will include photograph(s) of the display. You may include more than one photo if there are multiple angles that help to explain the overall look of the window.

## **Application project #2—Product display**

### **Overview**

100 points of your overall grade will be based on a product display that you and your group create.

### **Instructions**

Work in a group to complete this assignment. Base your overall mood on one of the 4 Macrotrends trends (Dose, Ethos, Flash or Genesis) for Spring 2020 found on Fashion Snoops (go to library.uncg.edu and click on subject by area, then CARS. Fashion Snoops is the first item on our list). Select a product or line of products that you have at your disposal to create a display using props that you already own (i.e., Do NOT purchase anything special for this assignment—use what you already have in your home or available free to you and the group). You will create your display in the case outside of Stone 204. Because Ms. Martin and Ms. Fitzgerald have access to this case, you must complete your display during regular office hours (i.e., by 2 PM on your due date). This project is to include:

1. Sketch of design plan with a list of items including description/explanation of intended purpose that complete the display BEFORE display is completed (this part is submitted first-see calendar and Canvas for each group's due dates). With the sketch, include a **complete** list of Group assignments, i.e. each group member must be assigned specific responsibilities including those responsible for writing paper, so that if one part isn't completed satisfactorily, it won't be counted against the entire group, but those group members responsible for that part of the assignment. Please upload sketch, display description and group duties to Canvas by due date.
2. Photographs of display AFTER completed uploaded to Canvas by due date noted.
3. 3 page double-spaced written assessment of the display AFTER completed (this part is due one week after display **by 2 pm the following Thursday**). In this paper, give an overview of the design and how the group came up with it, strategies you used, difficulties you encountered, and overall success of the display. Any component completed late will receive a 15-point deduction off of the overall project.

4. Peer Evaluation of each group member due with the paper. Poor group evaluations will result in a letter grade deduction on that individual member's grade.

### ***Application project #3—Speed styling***

#### **Overview**

50 points of your overall grade will be based on a mannequin you style during one class period.

#### **Instructions**

Work in pairs of two on this project. You will dress one mannequin with the clothing and accessories available in the store at the time of the styling event. We will meet at The Bargain Box on 1410 Mill Street (it is very close to campus). The manager will speak with you briefly about the store and the customers. You will then be given 30 minutes to dress your mannequin in one complete ensemble. Take a photo of your mannequin and submit it yourself and upload it to Canvas by the due date in Assignments. After 30 minutes, each group will be given 5 minutes to describe and explain their ensembles, considering the target market, current fashion trends, and the elements and principles of design (e.g., line, color, form, texture, etc.). The manager will select the “best” ensemble among the groups. That group will be awarded 50 points. The ensembles of the other teams will be awarded points based on the completeness of their ensembles and their presentation of their ensembles.

### ***Application project #4—Mockshop project***

#### **Overview**

100 points of your overall grade will be based on a floor layout and planogram that you create using the Mockshop software, and a paper describing your store.

#### **Instructions**

Work individually on this project. Using the Mockshop software, you will design a store layout, including all merchandise, fixtures, lighting, etc. After you complete your store layout, you will also create a planogram that could be used to direct your store employees in the implementation of this store layout. Your project will include:

1. A VR Storyboard PDF of the store layout and planogram uploaded to Canvas
2. A written description of the store's image and the store's target market (2 pages double spaced)
3. A justification for your decisions concerning the store layout (1 page double spaced)
4. Combine #2 & #3 into one document that will be uploaded to Canvas by the due date.

We will be working throughout the session on Mockshop activities. If you do a good job during class, you won't need to spend too much time working after class. You can use the Mockshop software only on campus and you must save your work to a USB drive. It will not save to the computers, so plan accordingly.

## Attendance

Good attendance is crucial in this class; therefore, 200 points of your grade will be dependent on your attendance, which will be taken each class period. 100 points will be counted for a hands on project completed outside of class at Reconsidered Goods in Greensboro. Failure to attend will result in a zero. Mockshop lessons will not be repeated so it is up to the student to catch up if a class is missed.

## Final Grading

Exams	150 points
Application project #1	100 points
Application project #2	100 points
Application project #3	50 points
<u>Application project #4</u>	<u>100 points</u>
Attendance	200 points
 Total	 700 points

## Grading Scale:

A = 93 - 100	B = 83 - 86	C = 73-76	D=63-66
A- = 90 - 92	B- = 80 - 82	C-=70-72	D-=60-62
B + = 87 - 89	C += 77-79	D+=67-69	F=Below 60

## ACADEMIC INTEGRITY POLICY:

### Academic integrity

The UNCG Academic Integrity Policy states, "If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated." By choosing to enroll in this course and by completing assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

### Professionalism

A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, and clients is very important. Honesty and independent work is expected on

all assignments. Students are encouraged to seek advice from the instructor when needed, in a timely manner in order that sufficient time is given to resolve problems or complete assignments.

### **ATTENDANCE POLICY:**

Class attendance is required. As outlined in the UNCG Undergraduate Bulletin:

*Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.*

**Being tardy or leaving early is not acceptable. Every time a student is tardy or leaves early, it will be noted and marked as an absence after 3 occurrences. The instructor reserves the right to drop the student from the course after 4 unexcused absences.**

Written documentation of the excused absences must be presented to the instructor during scheduled office hours within 1 week. The student is responsible for all material covered in class, regardless of the reason of absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts.

An excused absence, as defined by the University, is a verified illness, family emergency, religious observance, or University sponsored event. A doctor's note or letter from an appropriate person will be considered verification for an excused absence. **An excused absence must be reported to the instructor prior to the class meeting by note, telephone, or e-mail to be accepted as an excused absence.** An incomplete will only be given for documented illness or death in the family.

**An excused absence is not an excuse for a late assignment. Late assignments will only be accepted within 48 hours of the due date WITH an excused absence, and will incur a one-letter grade deduction.**

### **EXPECTATIONS FROM STUDENTS:**

- Come prepared for every class.
- **Bring USB drive to every class to save your Mockshop work.**
- Complete work on time and in the format prescribed
- Treat everyone with respect – the classroom is an open forum for discussion.
- Proofread and edit all work before turning it in.
- **NO TEXTING or ONLINE ACTIVITIES while in class other than assigned tasks.**
- Participate in class discussions

**The professor reserves the right to alter the syllabus if needed. Students will be notified verbally and in written form (email/ Canvas) should such a situation arise.**

**CLASS LECTURES:** The textbook while useful will not be the only source of information for this class. It is important that the student listens and takes notes during this class. Class lectures are intended to enrich or supplement the assigned readings and class activities. They are NOT intended to summarize or substitute for the reading or class activities.

**CARS STATEMENT ON ACADEMIC INTEGRITY:** The UNCG Academic Integrity Policy States, “if knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc. you are by default held to the standards of the Academic Integrity Policy and you are subject to the sanctions should you violate the policy in any manner.

**ACADEMIC HONOR CODE:** All students are expected to know and abide by the UNCG Academic Honor Code. See: <http://academicintegrity.uncg.edu/complete/> for a statement of UNCG’s Academic Honor Code.

### **CARS Department Statement on Student Conduct and Complaint Behavior:**

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program. Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

### ***Health and Wellness***

*Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.*

### **Academic Accommodations**

*The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.*

**TOPICAL OUTLINE/CALENDAR FALL 2019:**

<b>Date</b>	<b>Topic</b>	<b>Readings &amp; Items Due</b>
8/20	Course Introduction—Review Syllabus Discuss Application Project #1 and Application Project #2 (Group Assignments on Canvas)	<b>Read the syllabus</b>
8/22	Part 1 : Visual Merchandising/Display Basics Chapter 2 : Color & Texture	Read Chapters 1 & 2
8/27	Mockshop Login and VR Library Part 1	
8/29	Chapter 3: Line and Composition	Read Chapter #3 <b>Due: Group #1's display idea (Application Project #2)</b>
9/3	Mockshop: VR Library Part 2	Discuss Application Project #4
9/5	Chapter 4: Light and Lighting	Read Chapter 4
9/10	Mockshop: VR Store Part 1	
9/12	Chapter 5: Types of Display & Display Settings	<b>Due: Group #1's display photos (Application Project #2)</b> <b>Due: Group #2's display idea (Application Project #2)</b>
9/17	Mockshop VR Store Part 2(fixtures)	
9/19	Chapter 6: The Exterior of the Store Chapter 7: Display Window Construction	Read Chapter 6 and 7
9/24	Mockshop VR Store Part 3(fixtures)	
9/26	<b>Field Trip: Groups 1 &amp; 2 to Reconsidered Goods</b> Groups 3 & 4 work on Mockshop	<b>Due: Group #2's display photos (Application Project #2)</b> Read Chapter 8
10/1	Mockshop: VR Range Part 1 Chapter 8: Store Interiors	
10/3	<b>Field Trip: Groups 3 &amp; 4 to Reconsidered Goods</b> Groups 1 & 2 work on Mockshop	<b>Due: Group #3's display idea (Application Project #2)</b>
10/15	<b>Fall Break</b>	<b>No Class</b>

10/17	VR Range Part 2	<b>Exam #1 opens at 5pm(Chap 1-8)</b>
10/24	<b>Field Trip to complete Application Project #3 at the Bargain Box 1410 Mill St.Confirmed</b>	<b>Due: Application Project #1at 10pm</b> <b>Exam #1 Due 5pm Chapters 1-8</b> <b>Due: Group #3's display photos (Application Project #2)</b>

10/29	<b>No Class today:</b> Professor at ITAA	<b>Due: Application Project #3 photos uploaded by 10pm</b>
10/31	VR Range Part 3	Read Chapters 12-14 Discuss Application Project #3 <b>Due: Group #4's display idea (Application Project #2)</b>
11/5	Chapters 12-14 Fixtures	
11/7	Chapters 15,18, 27: Display Materials	Read Chapters 15,18,27 <b>Due: Group #5's display idea (Application Project #2)</b>
11/12	Mockshop VR Range Part 4	
11/14	Chapters 16,17,19,22: Display Techniques and Getting Attention	Read Chapters 16,17 <b>Due: Group #4's display photos (Application Project #2)</b>
11/19	VR Storyboard 1	<b>Exam 2 opens 5pm Chapters 9-22</b>
11/21	VR Storyboard 1 continued	Read Chapters 19,22 <b>Due: Group #5's display photos (Application Project #2)</b>
11/26	VR Storyboard Part 2	<b>Exam #2 Due 5pm: Chapters 9-22</b> Read Chapters 23,24
11/28	<b>No Class Thanksgiving Break</b>	
12/3	Chapters 23-26: Visual Merchandise Planning Finalize Stores and Storyboards	Read Chapters 25, 26
12/4	<b>Due: Application Project #4 10pm</b>	<b>No Class</b>
12/5	Reading Day	<b>No Class</b>
12/6-12/12	<b>Exam 3 opens at 8am Due in Canvas by 6:30pm 12/12</b>	<b>Exam 3 Due Chapters 23-27</b>