Consumer, Apparel and Retail Studies
Course Syllabus
RCS 363 Visual Merchandising & Product Presentation
Fall 2021

CREDITS: 3 Credit Hours

PREREQUISITES/COREQUISITES: APD 242

INSTRUCTOR INFORMATION:

Instructor: Anne Mitchell Wood, M.S.
Office: 353 Stone
Office hours: Tuesday/Thursday, 9:30 to 11:00 by Zoom, or by appointment
Phone: 336-256-0272
E-mail: 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. There are newer versions of this, but you don’t need to purchase them! This is available on Amazon for around $10 used.

- 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.

This will be a Hybrid Course

We need to social-distance, but we are assigned to a classroom that can’t handle that for our class size.

Most of the work, with the exception of your ‘live’ time will be conducted online, but we will still have opportunities to meet in-person for classroom interaction. That makes this course a hybrid course.

Online Component

• All course assignments and assessments will be handled through Canvas.
• We will rely heavily on weekly online graded discussions/assignments to help elaborate on the material covered. Your participation is necessary for greater understanding of visual merchandising concepts. These are low stakes assessments that count 20 points weekly (10 assessments total).

In-Class Component

• The class will be divided into two sections, which will each meet with me once a week on the designated day and time.
• I will present a short PP live each week on Tuesday/Thursday and cover new material on our 3D Mockshop software. Your attendance is mandatory!
• The University has a new policy concerning Personal Protection – masks, social distancing and etc. The UNCG requirements apply in this class and can be found in this syllabus.

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 (November 30th, 8:00am) through our designated exam date (Dec. 3rd, 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 WGSN, 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 which must include color, texture, line, composition, lighting, display setting and type) 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 paper not including photo which must include a summary description 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 5 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 3 VM Tend Concepts for A/W 21/22 (Conscious Clarity, New Mythologies, or Phantasmagoria) found on WGSN (go to library.uncg.edu and click on subject by area, then CARS. WGSN 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. Fallon have access to this case, you must complete your display during regular office hours (i.e., by 3:30 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 11:59 pm the following Tuesday or 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 up to a 2-letter grade deduction on that individual member’s grade. 10 point deduction if no submission.

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 noted in Canvas. 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 by the instructor based on the completeness of their ensembles and the 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 have to 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 because each section only meets live once a week; therefore, 100 points of your grade will be dependent on your attendance, which will be taken each class period. Mockshop lessons will not be repeated so it is up to the student to catch up if a class is missed.

Final Grading

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<tr>
<td>Attendance</td>
<td>100</td>
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<tr>
<td>Online discussions (10x20pts each)</td>
<td>200</td>
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<tr>
<td>Exams (3x50pts each)</td>
<td>150</td>
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<tr>
<td>Application project #1</td>
<td>100</td>
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Grading Scale:

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<td>C-</td>
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<td>D-</td>
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<td>D+</td>
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<tr>
<td>C+</td>
<td>77-79</td>
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<tr>
<td>B+</td>
<td>87-89</td>
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ACADEMIC INTEGRITY POLICY:

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.

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 online work.

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, both in class and online

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 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 or visiting them in Suite 215, EUC

TOPICAL OUTLINE/CALENDAR FALL 2020:

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<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings &amp; Items Due</th>
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| 1 (8/17, 8/19) | Course Introduction—Review Syllabus  
Discuss Application Project #1 and Application Project #2 (Group Assignments on Canvas) | Read the syllabus  
Read Chapters 1 & 2 |
| 2 (8/24, 8/26) | Chapter 2: Color & Texture  
Mockshop Login VR Library Part 1 | Due: Group #1’s display idea  
(Application Project #2) |
| 3 (8/31, 9/2) | Chapter 3: Line and Composition  
Mockshop: VR Library Part 2 | Read Chapter #3  
Due: Group #1’s display photos  
(Application Project #2) |
| 4 (9/7, 9/9) | Chapter 4: Light and Lighting  
Mockshop: VR Store Part 1 | Discuss Application Project #4  
Read Chapter 4  
Due: Group #2’s display idea  
(Application Project #2) |
| 5 (9/14, 9/16) | Chapter 5: Display & Display Settings  
Mockshop VR Store Part 2 (fixtures) | Read Chapter 5  
Due: Group #2’s display photos  
(Application Project #2) |
| 6 (9/21, 9/23) | Chapter 6: The Exterior of the Store  
Mockshop VR Store Part 3 (fixtures) | Read Chapter 6  
Due: Group #3’s display idea  
(Application Project #2) |
| 7 (9/28, 9/30) | Chapter 7: Display Window Construction  
Mockshop: VR Range Part 1 | Read Chapter 7  
Due: Group #3’s display photos  
(Application Project #2) |
| 8 (10/5, 10/7) | Chapter 8: Store Interiors  
VR Range Part 2 (Tuesday class will cover Chapter 9-11 today too) | Read Chapter 8  
Due: Group #4’s display idea  
(Application Project #2)  
Due 10/7: Application Project #1 |
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>9 (10/12, 10/14)</td>
<td>Chapter 9-11: Mannequins VR Range Part 3</td>
<td>Read Chapters 9-11</td>
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<td>No Class 10/12 due to Fall Break</td>
<td>Due: Group #4’s display photos (Application Project #2)</td>
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<tr>
<td>10 (10/19, 10/21)</td>
<td>Field Trip to complete Application Project #3 at the Bargain Box 1410 Mill St</td>
<td>Due: Group #5’s display idea (Application Project #2)</td>
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<td>Exam #1 opens 10/19 5pm (Chaps 1-8)</td>
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<tr>
<td>11 (10/26, 10/28)</td>
<td>Chapters 12-14 Fixtures Discuss Application Project #3 Mockshop VR Range Part 4</td>
<td>Due: Group #5’s display photos (Application Project #2)</td>
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<td>Read Chapters 12-14</td>
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<td>Due 10/29: Application Project #3 photos uploaded by 11:59pm Exam #1 Due 10/26 11:59pm Chapters 1-8</td>
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<tr>
<td>12 (11/2, 11/4)</td>
<td>Chapters 15,18, 27: Display Materials VR Storyboard 1</td>
<td>Due: Group #6’s display idea (Application Project #2)</td>
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<td>Read Chapters 15,18,27</td>
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<td>13 (11/9, 11/11)</td>
<td>Chapters 16,17,19,22: Display Techniques and Getting Attention VR Storyboard 1 Continued</td>
<td>Due: Group #6’s display photos (Application Project #2)</td>
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<td>Read Chapters 16,17,19,22</td>
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<td>Exam 2 opens 5pm 11/9 Chapters 9-22</td>
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<td>Exam #2 Due 11/16 11:59pm: Chapters 9-22</td>
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<td>15 (11/23, 11/25)</td>
<td>No class; final project due only.</td>
<td>Due 11/23 @11:59pm: Application Project #4</td>
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<td>Final Exam opens at 8am 12/3 Due in Canvas by 11:59pm 12/7</td>
<td>Exam 3 Due Chapters 23-27</td>
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<td>No class on 11/30</td>
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Approved by the Faculty Senate Executive Committee on July 30, 2020

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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/](https://shs.uncg.edu/) or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery...
support services. You can learn more about recovery and recovery support services by visiting https://shs.uncg.edu/srp or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video
UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

https://youtu.be/Mb58551qxEk

Required UNCG syllabus language
Approved by Faculty Senate on July 29, 2021

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. As such, all students, faculty, and staff are required to uphold UNCG’s culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Following face-covering guidelines
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic
requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.