



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Consumer, Apparel and Retail Studies
Course Syllabus
RCS 363 Visual Merchandising & Product Presentation
Spring 2023

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.

OPTIONAL 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.

EVALUATION AND GRADING:

Course Requirements and Assignments

Exams

Overview

200 points of your overall grade will be based on two critical thinking exams given throughout the semester. Exams are worth 100 points each. Exams are reflective essays and will include concepts covered in class and on PowerPoints.

Weekly Online Assignments

Overview

200 points of your grade will be based on low stakes weekly assignments (10 x 20 points) to help reinforce weekly material and apply critical thinking and practice to visual merchandising concepts that are covered in class.

Application Projects

Overview

There are 4 Application Projects, each worth 100 points. They are hands on projects, both individual and group projects meant to reinforce visual merchandising strategies, practices while developing a variety of visual displays.

Application project #1—Speed styling

Overview

100 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 #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 Visual Merchandising trends for 2023 found on WGSN (go to library.uncg.edu and click on subject by area, then CARS. WGSN is the first item on our list. On WGSN search “Visual Merchandising Forecast Trends 2023”). 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. Fallon(rmfallon@uncg.edu) has 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 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—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.

Application Project 4-On site styling at Target

We will have a field trip for an overview of Target's Visual Merchandising structure and breakout groups with small hands-on merchandising opportunities which vary from group to group.

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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|------------------------------------|------------|
| Attendance | 100 points |
| Online assignments (10x20pts each) | 200 points |
| Exams (2x100pts each) | 200 points |
| Application project #1 | 100 points |
| Application project #2 | 100 points |
| Application project #3 | 100 points |
| Application project #4 | 100 points |
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| Total | 900 points |

Grading Scale:

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|--------------|--------------|-----------|------------|
| 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:

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](tel:336-334-544) or visiting them in Suite 215, EUC

TOPICAL OUTLINE/CALENDAR Fall 2022:

| Date | Topic | Readings & Items Due |
|------|---|---|
| 1/10 | No class as professor in NYC | No Class! |
| 1/12 | No class as professor in NYC | No Class! |
| 1/17 | Review Syllabus Online Assignments Discuss Application Project #2 (Group Assignments on Canvas) | Read the syllabus |
| 1/19 | Mockshop Login-preliminary Group work-Project #2 | |
| 1/24 | Lecture 1: Introduction to Visual Merchandising/Color and Texture | Online Assignment #1 Due Due: Group #1's display idea (Application Project #2) |
| 1/26 | Mockshop Login VR Library Part 1 | |
| 1/31 | Lecture 2: Line and Composition | Online Assignment #2 Due |
| 2/2 | Mockshop: VR Store Part 1 | |
| 2/7 | Lecture 3: Light and Lighting | Online Assignment #3 Due Due: Group #1's display photos (Application Project #2) |
| 2/9 | Mockshop VR Store Part 2(fixtures) | Due: Group #2's display idea (Application Project #2) |
| 2/14 | Lecture 4: Types of Display & Display Settings | Online Assignment #4 Due |
| 2/16 | Lecture 5: The Exterior of the Store | |

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| 2/21 | Mockshop VR Store Part 3(fixtures) | Due: Group #2's display photos (Application Project #2) Online Assignment #5 Due |
| 2/23 | Lecture 6: The Interior of the Store | |
| 2/28 | Mockshop: VR Range Part 1 | Due: Group #3's display idea (Application Project #2) Online Assignment #6 Due |
| 3/2 | Lecture 7: Mannequins | Online Assignment #7 Due |
| 3/7 | Spring Break | No Class |
| 3/9 | Spring Break | No Class |

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| 3/14 | VR Range Part 2 | Online Assignment #8 Due |
| 3/16 | Lecture 8: Fixtures Discuss Exam 1 | Exam 1 opens |
| 3/21 | Field Trip to complete Application Project #3 at the Bargain Box 1410 Mill St | Due: Group #3's display photos (Application Project #2) |
| 3/23 | Lecture 9: Display Materials | Due: Application Project #1 photos uploaded by 11:59pm Due: Group #4's display idea (Application Project #2) |
| 3/28 | VR Range Part 3 | Exam 1 closes 11:59pm |
| 3/30 | Lecture 10: Display Techniques and Themes | |
| 4/4 | Mockshop VR Range Part 4 | Online Assignment #9 Due Due: Group #5's display idea (Application Project #2) |
| 4/6 | VR Storyboard 1 intro | Due: Group #4's display photos (Application Project #2) |
| 4/11 | Finalize VR stores in class | |
| 4/13 | Field trip to Target Lawndale | |
| 4/18 | Lecture 11: Visual Merchandise Planning | Online Assignment #10 Due Due: Group #5's display photos (Application Project #2) |
| 4/20 | VR Storyboard Part 2 | |
| 4/25 | Finalize Stores/Storyboards | Due: Application Project #3 11:59pm |
| Exam week | Exam opens at 8am 4/28 Due in Canvas by 11:59pm 5/2 | Exam 2 due 5/2 at 11:59pm |

Required UNCG Syllabus Language for Spring 2023

As we return for Spring 2023, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus, individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions:

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when 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.
- Completing a self-report when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Staying informed about the University's policies and announcements via the COVID-19 website.

Students who are ill, quarantining, or isolating should not attend in-person class meetings, but should instead contact their instructor(s) so alternative arrangements for learning and the submission of assignments can be made where possible.

As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.