



**NEW YORK CITY COLLEGE OF TECHNOLOGY
THE CITY UNIVERSITY OF NEW YORK
DEPARTMENT OF BUSINESS**

BUF 2203 VISUAL MERCHANDISING

Writing Intensive Course

Prerequisites: BUF 1101, MKT 1103 or (MKT 1100 & MKT 1102) **Credits: 3**

Instructor: Dr. Robert L. Woods

Class Meeting/Time: Monday, Wednesday 1-2:15pm

Room #: Online ZOOM Class

Office Hours: ½ hour before and after online class

Email: Speak with me via my email: Rwoods@citytech.cuny.edu .

Class Meeting Times: This is a fully online course. There are no on-campus activities required to complete this course. You are expected to have access to a reliable computer and internet or cloud capability and, access to City Tech or local library resources to facilitate research projects.

If you feel you need special assistance or accommodations to complete this class, please contact the instructor immediately.

Blackboard:

The course also requires students to register, log in, and use the City Tech learning management system, Blackboard. Please visit the City Tech website for instructions on the registration and use of Blackboard before starting the course. Instructor will not be responsible for your not being able to receive messages, emails, assignments, etc., via Blackboard.

Compatible Computer and/or Software:

Students are also expected to have regular access to a computer or similar device with enough capacity to open and navigate the required internet/web-based interfaces, programs and word documents used in this course.

Adjusting your personal calendar for this class:

This class has several important dates that students must be aware of in order to satisfactorily meet the requirements of this class. *The Schedule of Activities* included in this syllabus provides you with a good starting point for adjusting your personal and study schedule around this class.

There are also several important dates that students should be aware of that impact your ability to schedule and to make informed decisions around issues like school closure days, dropping/adding classes, etc. As you adjust your personal calendars for this class, please take the time to familiarize yourself with the City Tech Academic calendar.

You can find the Academic Calendar at : http://citytech.cuny.edu/registrar/docs/fall_2020.pdf

COURSE DESCRIPTION:

An exploration of visual merchandising through the consideration of product presentation in the retail environment. Investigates the theoretical and practical use of in-store environments, lighting, special effects, fixtures and product placement as a form of visual communication intended to convey a specific message about the fashion brand and to influence the consumer.

Topics include the creation of specialty and department store displays, the design of visuals for walls and windows, professional presentation techniques, and the effects of color, music and lighting on consumer behavior. Continues the development of student's Retail Marketing e-Portfolios in Open Lab.

LEARNING OUTCOMES:

Analyze the psychological effects that color, harmony, texture, line, composition and lighting have on the consumer.	Class discussion, examinations, and <i>Elements of Design</i> paper
Describe the different elements used in design, and then apply the Elements of Design to visual display and styling	Class discussion, examinations, and <i>Elements of Design</i> paper
Use Scamper and Bell methodologies , evaluate various displays in department store, specialty, luxury store, and boutiques for their effectiveness	Class discussion and analyses of visual displays, <i>Samper & Bell Visual Display Paper</i>
Write an analytical paper that contrasts contemporary art to a contemporary window display	<i>Elements of Design</i> paper
Write a Press Release for a contemporary designer using descriptive jargon	<i>Contemporary Press Release</i>
Write a resume and cover letter for a specific job posting in the fashion industry	Class discussion and examinations

Extend & develop their Retail Marketing e-Portfolio and use for mock interview	Course work & Open Lab site, Final assessment of mock interview with eportfolio
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GENERAL EDUCATION LEARNING OUTCOMES

Recognize how business is effected by social and cultural fashion trends	Class Discussion, homework <i>Scamper and Bell</i> <i>Visual Display Paper</i> , <i>Designer Press Release</i>
Derive meaning from experience, as well as gather information from observation	Homework assignments, <i>Designer Press Release</i> , museum and retail store visual field trips
Understand portfolio development and its appropriate use	Home assignments, term papers, resume & cover letter development, and Open Lab eportfolio

ASSESSMENT AND GRADING:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

GRADING:

Midterm Exam	100
<u>Research Term Project</u>	100
Final Examination	100
Exam One	100
Resume/Cover Letter/E-Portfolio	100
TOTAL POINTS	500

Term Paper

You are to select and analyze one store display from each of the categories listed below. You may use a store located anywhere you choose. I recommend going to a mall, since most malls have an excellent representation of retail stores. You are to take pictures or sketches of all displays, mount them separately on 8 ½ x 11 paper or sketch pad. Underneath each picture you will include a typed analysis. Be specific with your explanations, and include all principles of design that we have studied. Neatness and organization are important.

Points to consider in your analysis: Selling Power, Attention Getting Devices, Timeliness of the installation. Use of color and theme, use of design principles, use of background, arrangement of merchandise and overall neatness of display. Discuss these points and any other visual merchandising suggestions that you may want to include. Also note if the displays are lacking in any way, and feel free to mention if the display person used a design principle incorrectly.

Exterior displays

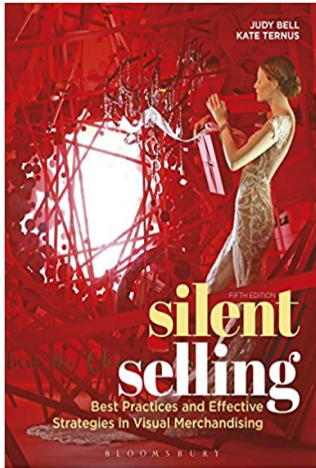
1. Traditional outside window or main mall entrance windows from a department store or large specialty store
2. Display from a chain or small fashion specialty store.
3. Display from an appliance or electronics store
4. Display from a gift shop

Interior displays

1. Fashion display with mannequin
2. Fashion display without mannequin
3. End of aisle supermarket display
4. Point of purchase impulse display

Please be sure to go to mall management to ask permission to take photos inside the mall. Explain that this is an assignment and show your CityTech photo ID. This goes the same for any interior shots taken inside stores. Please talk with the manager and let him/her know what you are doing so as not to arouse suspicion.

RECOMMENDED TEXTBOOK:



Silent Selling: Best Practices and Effective Strategies in Visual Merchandising: 5th. Edition..., Bell & Ternus, ISBN# 978160911536

COURSE POLICIES AND PROCEDURES:

This is a writing intensive course. At least 65% of your assignments and exams will be written. All assignments and exams will be *graded for grammar, spelling, and other components of good writing technique, as well as content.* All written assignments must be computer generated.

Guidelines for Written Assignments:

All papers **MUST** be typed in APA format with Cover page, Outline, Index, and Work Cited page. A page is the equivalent of a 1.5 line-spaced 8.5 x 11-inch paper with one-inch margins using 12- point type. Follow the page length guidelines for each assignment and number each page. All work **MUST** contain the student name(s) and email address(es), the course name and number, the date the assignment is *submitted*, and the name of the assignment.

Effective writing helps clarify ideas and communicate those ideas to others. Be organized, clear, and succinct. Grammar, punctuation, style, and spelling count. Write in college-level American English that is appropriate to the business community.

Papers will be graded on the following criteria:

- Clear and thorough application of direct and database marketing concepts and principles (including material covered in the assigned reading, lectures, and discussions).
- Demonstration of original, logical, strategic thinking including a complete analysis of facts, logical synthesis, and persuasive conclusion/recommendation. Specific examples should support the analysis. Address the specific requirements of the assignment.
- Quality of research (depth, breadth, appropriateness) and proper acknowledgement of references, including complete citations using APA style in-text notes, when appropriate.

- Appropriate language and tone, accurate spelling, correct grammar, appropriate punctuation, and logical organization. You will not receive an A if your writing is awkward, contains grammatical or punctuation errors, or is disorganized.

Written work must be **word processed/typed** on standard size 8 1/2" by 11" paper in black ink in Times New Roman font. **All names must be typed on assignments to be accepted. Please plan accordingly for all your assignment due dates.**

PARTICIPATION:

Your success in this class depends on your willingness to put effort into your work. You are expected to participate in all large and small group activities, exercises and discussions. Participation will help you understand the subject matter and will be considered when determining your final grade. **Participation is 10% of your final grade.** Coming to class is NOT participation.

Participation involves:

- **Active Learning.** Taking notes, asking questions and taking responsibility for your own learning.
- **Working with others in group activities:** A chain is only as strong as its weakest link. Don't drag your team down by refusing to get involved.
- **Attending class regularly.** If you aren't here, you can't learn.

COURSE RATIONALE:

The goals and objectives of this course prepare students to (1) complete degree requirements; (2) obtain or improve job skills; (3) qualify for a fashion marketing and management job; (4) work as an entrepreneur; (5) fulfill personal goals; and/or (6) understand the research process for apparel manufacturing.

ASSESSMENT AND GRADING:

Grading and add/drop policies are in accordance with University policies. Students need to submit assignments *on or before the due date*. **NO LATE ASSIGNMENTS ARE ACCEPTED IN THIS CLASS. ADDITIONALLY, THERE ARE NO MAKE-UP EXAMS OR QUIZZES.** Exams will be given on line, and within a set time period. Instructions on how to take the exams/quizzes are provided you before you take the exam. The University warns students against getting locked out of exams. Reopening them is a problem instructors are warned to avoid.

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points. The total possible points are 500. A student's score is converted into a percentage and grade will be assigned using the scale listed below.

Students are evaluated through the use of three exams, projects, and additional quizzes, and research assignment. The information covered will be acquired from the required text, outside reading, in class notes, homework assignments, and a research term project. A portion of the final grade will reflect consistent participation in classroom discussions.

CLASS EXPECTATION:

You are expected to be present for each online class. Attendance will be taken at the beginning of class time and end of class time. The instructor expects to *visually see you* when asking you a question or your opinion regarding class lecture or assignment.

COURSE POLICIES AND PROCEDURES:

Project Grading Criteria

- 1) *Initiative* - Students must prove resourcefulness in presenting meaningful information in a well-structured package. Students must demonstrate inclusion of supporting information from course materials. Students must show evidence of adequate preparation in the presentation.
- 2) *Thoroughness* - Students must have covered all topic areas. Students should provide adequate coverage within each topic area.
- 3) *Accuracy* - Students must have reached appropriate conclusions from the information they received. Students must have applied course material accurately, reflecting knowledge and understanding of the material.
- 4) *Professionalism and Creativity* – The promotional package and presentation should reflect professionalism in preparation and clarity, and creativity. They should be attractive and eye catching. The promotional package and presentation should show evidence of advanced work and planning.

Additionally, the Blackboard site contains the following resources:

- a) **Course Information (Syllabus, Announcements etc.,)**
- b) **Power-point slides**
- c) **Instructor Chapter Notes**
- d) **Select solutions for problems and exercises**
- e) **Peer-peer Student Based Discussion Board**
- f) **Occasional articles and industry referenced websites.**

TIME COMMITMENT: Please plan to devote a certain amount of time during each week to completing your assignments, reading the textbook and using the supplemental material occasionally posted on Blackboard. Do not wait until the night before assignments are due to get started. A steady measured commitment throughout the week will enhance the course experience for everyone and better assure you of doing well. If you have questions or concerns, please email me, or make an appointment to see me. You should expect to

spend from 4-5 hours a week on this course outside the classroom: depending on your study habits and prior learning.

Course Requirements:

It is essential that you keep up with the course. Each week we will cover a large quantity of material which is interrelated... some of which may, or may not, be included on exams. If you fall behind with the assigned readings, and homework, it will be very difficult to catch up. The best way to learn the concepts of this course is to complete the readings and homework assignments. These assignments will be the basis for in-the-classroom discussion, participation, assignments, exams, and quizzes. In the classroom participation will be monitored in terms of quality, not quantity. You are also required to complete some assignments and projects as part of a team.

You should have access to a compatible computer and software capable of receiving and opening course related documents and programs. Google Chrome and Firefox work well with the learning platform. The on-campus computer labs are available for your use if you do not have sufficient at-home computer technology.

Disabled Students: If you are eligible please contact me or student services for an eligibility determination and necessary accommodations.

Conflict Resolution: It's rare that a single course design or an instructional style will meet the needs of all the students all the time. If you feel a need to discuss issues you have in, or with the class please exercise professional respect and speak with me first to see if we can negotiate a resolution. Please refrain at all cost from discussing personal issues, including grades on the discussion boards and through "to all" emails.

PARTICIPATION

Students are expected to attend each class and participate in class discussions and exercises. Attendance alone is not participation.

There are no make-up exams

Note: Writing and Analysis and Ethics assignments are assessed on clarity of thought – 20%, completeness of your analysis process and conclusion 60% and on writing abilities – 20%.

Avoid turning in simple one phrase, one sentence answers. Developing effective communication skills is an important objective of this course and these few assignments are the primary way that I have to assess this skill development. **Plagiarized or copied answers get an automatic zero grade. Repeated violations might result in stiffer penalties.** A rubric is provided for your use in doing the final course project and other select writing assignments concluding this syllabus.

There are no make-up exams or quizzes. Please check your schedules now for possible conflicts (holiday travel etc...)

Exam One, Mid-Term & Final Examinations:

The **Mid-term exam** is administered online. They are timed exams with a window of usually 75 minutes. Exams may contain Multiple Choice Questions, and perhaps Word-Banks, Matching, or Essay questions. The chapters covered in the exams are made clear in advance and come directly from the textbook... not the power points.

The Final Examination will cover all materials throughout the course. In addition to the above exams, a research paper and E-portfolio are required. Please check Blackboard Announcements and the Course Schedule for the date and time of exams and/assignments.

Disciplinary & Other Issues:

Due Dates: Must be followed. **Late assignments are not accepted.** Please don't ask.

Group Assignments: When required, failure to work in a group will result in an automatic loss of 100% of the points for the group assignment.

Assignments: All written submission (HW, or Case Analysis, or Ethics Reports) should Be in good, professional APA form with your full name appearing at the top of each page of work submitted.

Rules/Laws: College policies on unethical behavior, absences and other issues apply to this class. Please consult the Official Catalog of CUNY for further information.

Communication: All changes and other important announcements will be transmitted by **The instructor in the classroom or via Blackboard announcements feature. Please visit the site regularly. You should get a study buddy to Cover for you if you plan on missing classes.** The instructor will take no responsibility for updating you on missed activities or hand-outs provided during your absence.

Etiquette and Netiquette – **When communicating in the classroom and posting comments in Blackboard you are expected to show respect at all times.** Think twice before putting in print anything you would not say and defend in person. Avoid using offensive or attack language and give others the benefit of doubt if you feel offended. Most of your classmates have good intentions and are here to learn. **If you have a problem or issue with the class or the instructor please refrain** from discussing the issue in the open classroom, on the discussion board or by using group emails. Simple send me an email and **you and I will work to resolve** most issues. As a rule, I ignore group complaints

and postings but will always respond to emails and comments individually addressed to me.

Contact me immediately if you feel someone has violated etiquette or netiquette.

See attached document

SCHEDULE OF TOPICS:

WEEK	TOPIC	ASSIGNMENT
1	Introduction Overview of Visual Merchandising	Chapter 1, 7
2	What is Visual Display? Retail Visual Displays Stopper or Walk –By? Bell’s Approach & SCAMPER Model Bring a plain-colored cloth or scarf-like material Please bring colored pencils/ crayons to class	
3	Color and Texture Design Elements and Principles	Chapter 9 Color Wheel/ Color Analyses
	<i>Open Lab /E-portfolio</i>	Project <i>Individual Color Analyses</i>
4	Principles of Design Line and Composition of Visual Display	Color Projects Due
5	<i>Field Trip:</i> (example: <i>Fashion Institute of Technology (FIT)</i> <i>Special Exhibitions Gallery</i>)	<i>Design Principles Assignment</i>
6	Light and Lighting The Selling Floor & Display Areas Retail Display Settings Types of Visual Display Windows	Chapter 10
7	Review Portfolio Assignments (Color Wheel, Principles of Design) Midterm Examination	

8-9	Visual Promotions <i>Intro. Press Release Project</i> <i>Videos: Dolce & Gabanna, I. Mizrahi, BEBE</i> <i>Ralph Lauren Collection</i>	
10-11	Elements of Design in Fashion Show Critique <i>Analyses of Fashion Show in Relation to</i> <i>Public Display</i>	
12-13	Refining the Portfolio/e-portfolio Visual Merchandising Careers Cover Letters/Résumés	Press Release Projects Due
14	Wrap up and review	<i>Portfolio Requirements and</i> <i>Directions</i> <i>Résumé/Cover Letter</i> <i>Portfolio Interviews</i>
15	Final Exam review and final exam	

BIBLIOGRAPHY:

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- Elsasser, Virginia H. *Textiles: Concepts and Principles*, 2nd ed. New York: Fairchild, 2005.
- Gale, Colin. *Fashion and Textiles: An Overview*. New York: Berg, 2004.
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- Pegler, Martin, M. Terence. *Visual Merchandising and Display: Fifth Edition*. New York: Fairchild Publications, 2006.
- Rosenau, Jeremy A. and David Wilson. *Apparel Merchandising: The Line Starts Here*. New York: Fairchild Publications, 2001.
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Thank you.

Dr. Woods