

COURSE POLICIES/ COURSE CALENDAR

LOCATION JOYCE BUILDING, ROOM 108

CLASS TIME TUESDAYS, 3—5:45PM

COURSE INSTRUCTOR’S CONTACT INFORMATION

- **INSTRUCTOR** Cathryn M. Studak, Ph.D.
- **EMAIL** studak@uiwtx.edu
- **OFFICE PHONE** 210.832.2115
- **OFFICE LOCATION** Joyce Building, Room 217
- **OFFICE HOURS** MTWR: 9am—12noon; or by appointment. *Open door policy: it is permissible for students to make impromptu office visit without an appointment at any time. However, the instructor may request a formal appointment to complete discussions with the student. Also, instructor may have other outside appointments that may curtail any impromptu visits.*
 - Special Note: due to administrative responsibilities, office hours will be adjusted when required to attend meetings. Every attempt will be made to notify students in advance.
 - Available for appointments upon request to meet with students.
 - The purpose of office hours is to allow students to meet with a course instructor without an appointment to discuss class performance, assignments, or class presentations. Students may also use this time to discuss other general topics such as overall academic performance or career preparation.

COURSE DESCRIPTION

The study of promotional strategies unique to the fashion industry. Special emphasis is placed on visual merchandising techniques relevant to the wholesale or retail level of the industry.

Course Focus

The focus of the course is to learn how brand management strategies impact the sale of merchandise at store level with emphasis on space planning, display techniques, and branding used on the sales floor. Students will learn how to communicate the brand’s image relative to fashion market levels and product categories.

COURSE TEXTBOOK: REQUIRED

Van Tongeren, M. One to One-The Essence of Retail Branding and Design. (2013). BIS Publishers.

COURSE SUPPLIES

Students will be required to furnish the following items for use in the classroom and for use in class projects:

- Color Wheel
- Final Project Notebook & Board

COURSE CONTENT

Lecture presentations and project handouts will be furnished on Blackboard. It is the student’s responsibility to access the information.

COURSE CALENDAR

The calendar provided in a file titled, Course Calendar.

COURSE OUTCOMES

At the completion of FMGT 2350 students should be able to:	Assessment
1. Analyze sales floors based on use of space by the product category, customers, sales staff, product display, and other operational needs of the retailer. 2. Use appropriate terminology unique to the retail industry in regard to space planning and brand management.	<ul style="list-style-type: none"> • Unit 1: The Built Environment • Unit 2: Branding Strategies • Assignments related to Units 1 & 2 • Final Project • Take Home Exam
3. Develop a branded shopping environment 4. Develop a brand experience for the consumer within the built environment	<ul style="list-style-type: none"> • Unit 1: The Built Environment • Unit 2: Branding Strategies • Unit 3: The Consumer • Assignment for Unit 3 • Final Project: The Godiva Project

DISABILITY ACCOMODATIONS

The University of the Incarnate Word is committed to providing a supportive, challenging, diverse and integrated environment for all students. In accordance with Section 504 of the Rehabilitation Act – Subpart E and Title III of the Americans with Disabilities Act (ADA), the University ensures accessibility to its programs, services and activities for qualified students with documented disabilities. For more information, contact the Student Disability Services Office:

Location Administration Building – Room 105

Phone (210) 829-3997

Fax (210) 829-6078

www.uiw.edu/sds

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UIW ACADEMIC INTEGRITY POLICY

The University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The university expects its students to pursue and maintain truth, honesty and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word.

Forms of Academic Dishonesty include, but are not limited to:

1. Cheating Fraudulent or deceitful work on tests, examinations, or other class or laboratory work.
2. Plagiarism Appropriation of another’s work and the unacknowledged incorporation of that work in one’s own written work offered for credit.
3. Counterfeit Work Including turning in, as one’s own work, that which was created, researched or produced by someone else.
4. Falsification of Academic Records Knowingly and improperly changing grades on transcripts, grade sheets, electronic datasheets, class reports, projects or other academically related documents.
5. Unauthorized Reuse of Work The turning in of the same work to more than one class without consent of the instructor involved constitutes academic dishonesty.
6. Theft Unauthorized use or circulation of tests or answer sheets specifically prepared for a given course and as yet not used or publicly released by the instructor of a course, or theft of completed tests.
7. Collusion - Involvement in Collusion Unauthorized collaboration with another to violate a provision of the Code of Academic Integrity.
8. Facilitating Academic Dishonesty Intentionally or knowingly helping or attempting to help another to violate a provision of the Academic Integrity Policy of the University.

Instructors who are concerned that some form of academic dishonesty has occurred shall confront the student directly and may take the matter to the Dean of their college/school. Any member of the student body or staff of the University of the Incarnate Word who is concerned that a student has engaged in some form of Academic dishonesty should report the incident to the Dean of the college/school which oversees the course in question.

The Dean will then convene the college/school’s Academic Honor Board and initiate the process of investigation outlined in II.B.

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FASHION MANAGEMENT’S DEPARTMENTAL CODE OF CONDUCT

The Code of Conduct was established to ensure a positive learning environment for all fashion courses. The learning environment is enhanced when both students and faculty practice the following:

- Turn off cell phones and pagers before entering class.
- Arrive on time for all classes to prevent unnecessary disruptions.
- If must arrive/leave early, given excused absence parameters, sit close to a classroom exit to reduce disruption.
- Remove personal trash and wipe desk areas clean once class has ended.
- If bring in food or beverages into the classroom (there are some classes where food/drinks will be forbidden) be sure to be as disruptive as possible.

Computer Lab Policies

1. No food or beverages are allowed in the computer labs.
2. Cell phones & pagers must be turned off and stored away.
3. Do not touch computer monitor screens.
4. Log on/off following protocol established by course instructor or software needs.

ATTENDANCE POLICIES

- *Poor attendance will impact the overall course grade earned.*
- *Poor attendance will also negatively impact classroom performance through lowered scores on graded homework assignments and exam performance.*

FASHION DEPARTMENT ATTENDANCE POLICIES

1. Attendance and in-class participation is mandatory.
2. Documentation for class attendance
 - Students must sign the roll sheet at the beginning of each class period. Time restrictions are enforced for tardiness.
 - Failure to sign the attendance sheet will result in an unexcused absence.
 - Points will not be awarded for attendance. However, points will be lost for unexcused absences.
3. For the entire semester, students are allowed one unexcused absence without negative impact on the final course grade.
 - For each additional unexcused absence, 5% of total points earned will be deducted before the final course grade is determined.
 - Example: A student had a total of 5 unexcused absences--3 more than allowed per departmental policy.
Total points earned (including final exam points) = 1,000.
Calculation of lost points for 3 unexcused absences:

$$3 \times 5\% = 15\%.$$

$$1,000 \times 15\% = 150 \text{ points.}$$

$$1,000 - 150 = 850 \text{ points. } \textit{The final course grade will be based on 850 points.}$$

EXCUSED ABSENCES

4. Excused Absences
An excused absence is defined by at least one of the following reasons:
 - Personal Illness—must be verified by a doctor's note.
 - Family emergency such caregiver responsibilities, hospital emergencies, death in family, etc. Formal documentation will be required upon return to class relative to the emergency.
 - Religious observance
 - University sponsored events
 1. The student is participating in a field trip as part of course requirements for any UIW course
 2. The student is representing UIW through sanctioned sports events, contests, or other professional organizations
5. Excused absence documentation
 - Notify course instructor as soon as possible via email or phone call. Maintain contact with course instructor if the excused absence becomes greater than one week.
 - Turn in appropriate documentation within 2 class sessions upon return if the course meets twice per week. (This is the equivalent of 1 week).
 - Turn in appropriate documentation within 1 class session upon return if the course meets once per week. (This is the equivalent of 1 week).
6. Students are allowed to complete and turn in assignments or exams due to an excused absence. Scheduling of due dates for missed work will be based on circumstances.

UNEXCUSED ABSENCES

7. Reasons that will not be accepted for make-up exams, project due dates, or missing class:
 - Sorority events
 - Overslept.
 - Couldn't get a ride to class.
 - Couldn't find a parking space (class starts at 12 noon—can't use parking as an excuse!)
 - Train crossing.
 - Couldn't get a babysitter.
 - Conflict with another course's exam or project due date.
 - Work schedule: will not accept the "boss" called you in to cover for someone else during scheduled class hours; or that you were scheduled to work.
 - Break-up with "significant other."
 - Valentine's Day; Springbreak Travel Plans; Easter Holiday

UNEXCUSED ABSENCES, continued

8. Definition of Tardy

A tardy is defined as a student who misses 15 minutes of class, whether at the beginning, the middle, or at the end of scheduled class time. A tardy may be excused by the course instructor if the reason is the same as an excused absence.

9. Impact of Tardy Performance

- Three (3) unexcused tardies = One (1) unexcused absence.

COURSE INSTRUCTOR ATTENDANCE POLICY

- **Students will be required to sign off on a statement concerning the attendance policy on Tuesday, January 12, 2016.**
- This statement is to acknowledge the student understands the attendance policy implemented for FMGT 2350.
- The sign-off will be kept on file in the course instructor’s office.

COURSE EVALUATION METHODS

1. Exams

- The exam is scheduled as a take home exam.
- Unit exams can be rescheduled only due to an excused absence. No other reasons for rescheduling will be accepted.

2. Graded Assignments, Exam, or Project

- Graded homework turned in at the beginning of class, no later than 3:10pm.
- Will accept assignments earlier than scheduled date and time. Graded projects will not be accepted after the time deadline for all scheduled dates; unless the absence is evaluated as a “formal” absence with documentation—see section titled “Attendance.”
- 3:11pm or later, assignments will not be accepted for grading (based on scheduled due date).
- For all graded assignments, detailed information will be provided for students to understand how to execute the project and corresponding grading criteria
- Due to the nature of the projects which depend on artistic development, there will be some subjectivity used to determine final project grade. The subjectivity of the project will be discussed during the initial project presentation with its requirements.
- The final project is scheduled to be turned in on APR 28, no later than 5:30pm.

3. COURSE INSTRUCTOR POLICY

- **Students will sign off on a statement concerning the grading policy on Tuesday, JAN 12.**
- This statement is an acknowledgement the student understands the attendance policy implemented for FMGT 2350
- The sign-off will be kept on file in the course instructor’s office.

5. GRADE DISCUSSIONS

- All graded work will be reviewed in class. Any concerns over grade points earned must be discussed within one week of a grade’s posting. Otherwise, the grade will “stand” and no further discussion will be allowed. Students may individually review exam performance in the office of the course instructor.

FINAL GRADE DETERMINATION

To Earn	Final Course Grade	Percent Range	Point Range	
A		92.5—100%	587—635	Students will pass this class earning a final course grade of C or higher.
A-		89.5—92.4%	568—586	
B+		86.5—89.4%	549—567	
B		82.5—86.4%	524—548	
B-		79.5—81.4%	505—523	
C+		76.5—79.4%	486—504	If earn a D+ or lower, must repeat the class.
C		69.5—76.4%	441—485	
D+		66.5—69.4%	422—440	
D		62.5—66.4%	397—421	
D-		59.5—62.4%	378—396	
F		0—59.4%	0—377	

Course Assignments, Projects & Exam

Project	Score	%
Assignment #1 Built Environment	70	11.0
Assignment #2 Branding Strategies	70	11.0
Assignment #3 The Consumer	70	11.0
Assignment #4 Window Display	70	11.0
Take Home Exam	125	19.8
Godiva Project	230	36.2
Total	635	

Fashion Management Program Majors’ Grading Policy

Students must earn the grade of C or higher in all fashion courses to satisfy degree requirements. If earn the final grade of D+ or lower, the student must repeat taking the course twice. If, after two tries, the highest earned grade is still lower than a C, the student must obtain the permission of the FMGT faculty to continue as a fashion major and to retake the course in question a third time. If the final course grade for the third attempt is lower than a C, the student must change majors.

Impact of Unexcused or Excessive Number of Class “Tardies.” Grade points earned are based on coursework activities. Points will not be awarded due to attendance; however, points will be deducted for unexcused absences. Please refer to page 3 of the course outline for a detailed presentation of course attendance policies.

All graded work will be posted on Blackboard. Only the points will be recorded. It is the student’s responsibility to calculate both project performance and cumulative course standing. At the end of this file is a section titled **TRACK YOUR SCORES**, is located on final page for students to monitor individual course performance. Any concerns over earned grade points per project must be discussed within one week of a grade’s posting. Otherwise, the grade will “stand” and no further discussion will be allowed.

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UIW SMOKING POLICY**Effective Date** JAN 2013**General Policy** Smoking is not permitted within buildings and outdoor sports facilities on the University campus. **Smoking is prohibited within 20 feet of buildings.** The Executive Council may designate areas for either smoking or non-smoking that are exceptions to the General Policy.**University Owned or Leased Vehicles**

Smoking is not permitted in University owned or leased vehicles.

High Schools and Other Sites

Smoking is prohibited on the campuses of the Incarnate Word High School and St. Anthony Catholic High School.

Applicability

The policy applies to all persons on the University campuses, including students, employees, visitors and contractors.

Designated Smoking or Non-smoking Areas

Smoking or non-smoking areas may be designated that are excluded from the General Policy. A request for a designated smoking/non-smoking area may be submitted to the Director of Facilities and will be subject to approval by the Executive Council. Considerations for a designated smoking/non-smoking area will be distance from entrances, air intakes, air conditioning units, operable windows and concentrations of people. Designated smoking/non-smoking areas

Will be marked by signage placed by the Department of Facilities Management.

Enforcement

Persons in violation of the Smoking Policy should be asked to refrain from smoking. Persons in violation may be reported to Campus Police. Employee violators may be subject to the disciplinary process; student violators to the student disciplinary process; and visitors in violation may be required to leave the campus as instructed by Campus Police.

Designated Non-Smoking Areas

- At all shuttle stops
- In the Administration Building courtyard, located behind the Administration Building
- Fine Arts Building courtyard, located between the Fine Arts Building and the Halligan-Ibbs Building
- The deck near the basement entrance of the Mabee Library, located near the Media Center
- Friendship Plaza located between Agnese-Sosa Living Learning Center and Clement Hall.
- Smoking is prohibited at the Saidoff Center.
- Sidewalk between Marian Hall and the Gorman and Clement Hall Buildings

Designated Smoking Areas

- The deck at the north side of the International Conference Center
- Smoking at the Northwest Center campus is only permitted in the designated smoking area
- Smoking at the Rolling Oaks Mall site is determined by Mall Police, which is outside of the building
- Smoking at the SAC Dual Enrollment Center is permitted in the breezeway.

UIW BUILDING ACCESS POLICY**Purpose**

The University of the Incarnate Word and its Police Department strive to achieve a balance between a welcoming environment and that of, a safe, secure environment. This document will detail policies and procedures that will help protect the University, our community and our facilities by controlling the access to the buildings.

Building Access

Effective **January 7, 2013**, all campus facilities will be closed and secured after hours, during holidays and weekends. **All Students and Guests must be out of the classroom buildings by 10:30 PM.** Faculty and Administrators may have 24 hour access to the building which houses their office using their UIW ID and accessing the building through the designated door.

- Exceptions
 - KUIW may broadcast until 12:00 AM. The KUIW DJ and one guest may be in the area until 12:30 AM. All other individuals must vacate the building by 10:30 PM.
 - UIW Library will maintain its normal operations. All non-Library personnel must vacate the facility by the posted closing time for that day.
 - UIW Student Center will maintain its normal operations. All non-Student Center personnel must vacate the facility by the posted closing time for that day.
 - **Special Exceptions** will be considered by the Offices of the UIW Provost and the Chief of Police (such as the week prior to and the week of finals; week(s) prior to the Cutting Edge Fashion Show)
- UIW Students may access teaching labs if they have been approved and issued a completed and sealed Building Entry Form (BEF). BEFs will only be issued for the week prior and the week of finals. BEFs may also be issued for special exceptions as listed above.

Procedures for Special Access

Building Passes will be issued to approve students who need to access facilities after hours and/or during weekends and holidays. Access to a particular area must first be approved by the Dean who oversees the lab or room. Once approval has been granted, the faculty member must do the following:

1. Obtain a current Building Entry Form from the Office of the Chief of Police
2. The form must be completed and signed by the faculty member
3. The form is sent to Office of the Chief of Police for final signature and seal
4. The form is then either, returned to the faculty member to present to the student, or it is presented directly to the student (specific arrangements must be made between the faculty member and the Office of the Chief of Police.

Building Pass Expiration

All passes will expire on the date indicated on the pass or on the date of graduate for that current semester.

Guest Policy

The decision to allow a guest into a facility and lab area with a student, who has an approved BEF, must be made by the Dean and faculty when discussing the access. This information must then be emailed to Campus Police Department (police@uiwtx.edu). Members of the Campus Police staff will grant access and periodically patrol the authorized areas. Anyone without a BEF will be asked to leave the facility, unless they are a guest of a student and are in an area preapproved by the Dean as a "guest."

I have read and understand the policies for classroom conduct, attendance requirements, and grading requirement for FMGT 2350: Fashion Promotional Strategies 1

Student signature

Print name

Course schedule may change to meet needs of the class

WEEK	DATE	TIME	ACTIVITY
1	JAN 12	3:00—4:15 4:15—4:30 4: 30—5:45	Course Introduction: Policies; Calendar; Grades; Projects Interdisciplinary Work: INTD 3370: Commercial Design 1 Floating Due Date Assignment: Windows in Joyce Building Break UNIT 1: THE BUILT ENVIRONMENT Lecture Product Categories & Classifications; Market Levels, Brands & Retailers
2	JAN 19	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Part 1: What Every Store Should Have Break Lecture Part 2: What Every Store Should Have
3	JAN 26 Joint Session	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Dr. Allison, Interior Design: Wayfinding & Acoustics Break Lecture Dr. Allison: Bubble Diagram and Space Planning
4	FEB 02	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Dr. Allison: Lighting Break UNIT 2: BRANDING STRATEGIES Lecture Part 1: Branding Strategies : Chap 6 Assignment Unit 1: The Built Environment Prep Mall Walk
5	FEB 09	3:00—3:30 3:30—5:45	Travel to NorthStar: Location to Meet, TBD Mall Walk
6	FEB 16	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Part 2: Branding Strategies: Chap 6 Break Lecture Part 3: Branding Strategies: Chap 7
7	FEB 23	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Part 4: Branding Strategies: Chap 7 Assignment Unit 2—Branding Strategies Break UNIT 3: THE CONSUMER’S PERSPECTIVE Lecture Part 1, Chap 5: The Consumer Chap 4: Trends in the World, pp 64—73
8	MAR 01	3:00—4:15 4:15—4:30 4: 30—5:45	Lecture Part 2, Chap 9: The Consumer’s Journey Break Lecture Part 3, Chap 9: The Consumer’s Journey Assignment Unit 3—The Consumer’s Perspective
9	MAR 08 Joint session ----- Mar 10	3:00—4:15 4:15—4:30 4: 30—5:45 ID only 3—4:15pm	UNIT 4: THE GODIVA PROJECT Lecture Introduction to the Godiva Project History of the Company & Mission Statement Brand Aesthetics Target Customer Break Presentation: The Godiva Project ----- Lecture Product Categories & Classifications; Market Levels, Brands & Retailers

Course schedule may change to meet needs of the class

WEEK	DATE	TIME	ACTIVITY
10	MAR 15		SPRING BREAK
11	MAR 22	3:00—4:15 4:15—4:30 4: 30—5:45	Merchandisers’ Concept work for the Lady Godiva Sales Floor and Product Break Continue Concept Work
12	MAR 29 Joint session	3:00—4:15 4:15—4:30 4: 30—5:45	Complete Merchandisers’ Concept Work—review with instructor Break Team Time: Merchants present concept directions to ID teammates
13	APR 05 Joint session ----- Apr 07 ID required; FMGT invited	3:00—4:15 4:15—4:30 4: 30—5:45 ----- 3:00-3:30pm 3:30—5:45pm	Complete Merchandisers’ Concept Work—review with instructor Break Team Time: ID presents concept directions to Merchandiser teammate ----- Travel to NorthStar: Location: TBD Mall Walk
14	APR 12 Joint session	3:00—4:15 4:15—4:30 4: 30—5:45	ID students present Floor Plans & Material Selections Teams finalize direction & modifications Break Teams continue to work
15	APR 19 Joint session	3:00—4:15 4:15—4:30 4: 30—5:45	Lady Godiva project Break Lady Godiva project
16	APR 26 Joint session ----- APR 28	3:00—4:15 4:15—4:30 4: 30—5:45 ----- 5:30pm	Finalize work on project; plan team presentation Break Finalize work on project; plan team presentation ----- Lady Godiva Project Due: Fashion & ID portions
17	MAY 05 Tuesday	1:30—3:30pm	Take Home Exam PRESENT GODIVA PROJECTS