



**MKTG 1270  
COURSE SYLLABUS  
Online  
Fall Semester 2015**

Semester: 201612 Fall 2015  
Course Title: Visual Merchandising  
Course Number: MKTG 1270  
Credit Hours/ Minutes: 3/2250  
Class Location: GVTC/Angel  
Class Meets: Via Internet / 15 wks  
CRN: 20179

Instructor: Ashley Harmon  
Office Hours: 1:30 – 4:00p.m. Monday-Thursday  
Office Location: 834 Gillis Building  
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Phone: 912-538-3105  
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**REQUIRED TEXT:** Contemporary Visual Merchandising (Prentice Hall) 5<sup>th</sup> edition

**REQUIRED SUPPLIES & SOFTWARE:** **REQUIRED SUPPLIES & SOFTWARE:** For the online class, there are no specific supplies required. Students are asked to use Microsoft Word for assignments. Your browser should be IE 7.0 or higher or Mozilla Firefox 2.0 or higher.

**COURSE DESCRIPTION:** This course focuses on the components of the visual merchandising of goods and services. Topics include: design and color principles, tools and materials of the trade, lighting and signs, installation of displays, store planning, safety, and related areas of visual merchandising and display.

**MAJOR COURSE COMPETENCIES:** Design and color principles, tools and materials of the trade, lighting and signs, installation of displays, store planning, safety, and related areas of visual merchandising and display.

**PREREQUISITE(S):** None

**COURSE OUTLINE:** 1. Design and color principles 2. Tools and materials of the trade 3. Lighting and signs 4. Installation of displays 5. Store planning 6. Safety 7. Related areas of visual merchandising and display

**GENERAL EDUCATION CORE COMPETENCIES:** STC has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

All students pursuing a degree, a diploma, or a Technical Certificate of Credit with a General Education component will be required to pass the General Education Competency Exams prior to graduation.

**STUDENT REQUIREMENTS (Online):** Students are expected to complete all tests and assignments by the due dates. Late assignments will not be accepted. The cut-off is midnight of each assigned week. Students are required to submit all chapter assignments via the weekly drop boxes for each week's assignments. Online students are responsible for checking e-mails and announcements daily. Online courses require students to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws or receives an F in a course. A student's last date of attendance can have a

negative effect on his/her financial aid and academic progress.

Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week.

**ONLINE ATTENDANCE:** It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an F in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus.

Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week unless otherwise noted on the lesson plan. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

**SPECIAL NEEDS:** *Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Jan Brantley, Room 1208 Swainsboro Campus, 478-289-2274, or Helen Thomas, Room 108 Vidalia Campus, 912-538-3126, to coordinate reasonable accommodations.*

**SPECIFIC ABSENCES:** Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

**PREGNANCY:** Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with the Special Needs Office. Swainsboro Campus: Jan Brantley, Room 1208, (478) 289-2274 -- Vidalia Campus: Helen Thomas, Room 108, (912) 538-3126.

**WITHDRAWAL PROCEDURE:** Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

**Remember** - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

**PROCTORED EVENT REQUIREMENT:** In order to validate student identity for all online courses, students enrolled in online courses are **required** to complete one proctored event per online course. The proctored event will be administered on two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. The proctored event may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course. Students living further than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case). Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found under the Proctoring Tab in ANGEL and submit the completed form to their instructor for approval a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. **Students who do not complete the proctored event will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

**The required proctored event for this class is scheduled on the following dates and times: Vidalia Campus on October 28 and the Swainsboro Campus on October 29. Students should choose between 1PM and 4PM and sign up on the discussion forum under Unit II in ANGEL.**

**MAKEUP GUIDELINES:** Late assignments, tests, etc. will not be graded.

**ACADEMIC DISHONESTY POLICY:** The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

#### **Procedure for Academic Misconduct**

The procedure for dealing with academic misconduct and dishonesty is as follows:

##### **--First Offense--**

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

##### **--Second Offense--**

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

##### **--Third Offense--**

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the

student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

**STATEMENT OF NON-DISCRIMINATION:** Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era or citizenship status, (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

**GRIEVANCE PROCEDURES:** Grievance procedures can be found in the Catalog and Handbook located on STC's website.

**ACCESS TO TECHNOLOGY:** Students can now access Angel, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at [www.southeasterntech.edu](http://www.southeasterntech.edu).

**GRADING POLICY**

30% Chapter Assignments  
20% Unit Exam II (proctored)  
10% Discussion Boards  
10% Unit I Summary  
15% Unit Exam III  
15% Project

**GRADING**

**SCALE**  
A: 90-100  
B: 80-89  
C: 70-79  
D: 60-69  
F: 0-59

**TCSG GUARANTEE/WARRANTY**

**STATEMENT:** *The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

## Discussion Board Grading Rubric

<p><b>Student Response/Statement</b> (50% Weighting)</p>	<p>0 percent Student did not answer the Discussion Forum question/statement or:</p> <p>Student's response has at least 2 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question</p>	<p>50 percent Student answers the question in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>
<p><b>Student Response to Another Student</b> (50% Weighting)</p>	<p>0 percent Student does not respond to another student or: Student has at least 2 of the following:  Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>25 percent Student's response to another student has at least 1 of the following: Grammatical, spelling, or punctuation errors. Not in paragraph form. (less than four sentences) Student does not address or adequately answer the question.</p>	<p>50 percent Student replies to another student in paragraph form. (minimum of 4 sentences) Post is free of spelling, grammatical and punctuation errors. Student adequately answers the question and/or follows all additional instructions as posted.</p>

## Visual Merchandising Project Rubric

Criteria	Achievement Level 1	Achievement Level 2	Achievement Level 3
Format	0 points Two or more formatting requirements were not met.	5 points One formatting requirement was not met.	10 points All formatting requirements are met.
Company Summary	0 points Company summary is either omitted or lacks at least two key components of information.	7.5 points Company summary lacks one key piece of information.	15 points Company summary is 6-8 sentences in length and does excellent job of describing your retail company, its products, the industry in which it operates and all pertinent information regarding the business's location (town, size, demographics, actual location and proximity to competition).
Planning/Developing the Theme	0 points Planning/Developing the Theme section is either omitted or fails to include at least two of the following: description of theme, timeline of key events/dates proposing the development of the actual theme, detailed description of the theme as it relates to the total retail experience, all	12.5 points Planning/Developing the Theme section fails to include one of the following: description of theme, timeline of key events/dates proposing the development of the actual theme, detailed description of the theme as it relates to the total retail experience, all pertinent information	25 points Planning/Developing the Theme section includes all of the following: description of theme, timeline of key events/dates proposing the development of the actual theme, detailed description of the theme as it relates to the total retail experience, all pertinent information regarding how theme

	<p>pertinent information regarding how theme will be developed and implemented including all pertinent information on where props/mannequins/lighting/signage/displays will be purchased or made.</p>	<p>regarding how theme will be developed and implemented including all pertinent information on where props/mannequins/lighting/signage/displays will be purchased or made.</p>	<p>will be developed and implemented including all pertinent information on where props/mannequins/lighting/signage/displays will be purchased or made.</p>
<p>Principles of Design and Color</p>	<p>0 points Principles of Design and Color section is either omitted or fails to include information on at least TWO of the following: balance, rhythm, harmony, psychology of colors utilized/chosen. Student should discuss at least three colors heavily used and their psychology/meaning to customers and theme.</p>	<p>10 points Principles of Design and Color section includes information on all BUT ONE of the following: balance, rhythm, harmony, psychology of colors utilized/chosen. Student should discuss at least three colors heavily used and their psychology/meaning to customers and theme.</p>	<p>20 points Principles of Design and Color section includes information on all of the following: balance, rhythm, harmony, psychology of colors utilized/chosen. Student should discuss at least three colors heavily used and their psychology/meaning to customers and theme.</p>
<p>Bringing it to Life</p>	<p>0 points Student either omits this section or does a poor job of "painting the picture" of what a retail consumer would see/experience as he/she took the tour of the store and focused on the seasonal theme.</p>	<p>10 points Student does an adequate job of "painting the picture" of what a retail consumer would see/experience as he/she took the tour of the store and focused on the seasonal theme.</p>	<p>20 points Student does an excellent job of "painting the picture" of what a retail consumer would see/experience as he/she took the tour of the store and focused on the seasonal theme. *bonus points may be awarded in this section for actual development of props/displays/etc.</p>

Project Quality	0 points Paper includes at least three of the following errors: spelling, grammar, punctuation, spacing or word misuse.	5 points Paper includes at least two of the following errors: spelling, grammar, punctuation, spacing, word misuse.	10 points Paper is free of error.
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### Unit I Summary Rubric

	<b>Achievement Level 1 (0%)</b>	<b>Achievement Level 2 (50%)</b>	<b>Achievement Level 3 (100%)</b>
<b>Formatting</b>	0 points Format guidelines not met.	5 points Student has one error in formatting. (no cover page, table of contents, no headings for chapters)	10 points Student follows all required formatting guidelines to include: Cover page, Table of Contents, and Headings for each of the four chapters.
<b>First Chapter Summary</b>	0 points Student does not adequately summarize the	5 points Student adequately summarizes the chapter. Student shows adequate	10 points Student successfully summarizes the chapter, defining

	chapter. Or chapter omitted	understanding of topics. OR student fails to summarize key topics.	key terms and showing an excellent understanding of these topics.
<b>First Chapter Application</b>	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc and gives detailed examples of these topics.
<b>Second Chapter Summary</b>	0 points Student does not adequately summarize the chapter. Or chapter omitted.	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
<b>Second Chapter Application</b>	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc and gives detailed examples of these topics.
<b>Third Chapter Summary</b>	0 points Student does not adequately summarize the	5 points Student adequately summarizes the chapter. Student shows adequate	10 points Student successfully summarizes the chapter, defining

	chapter. Or chapter omitted.	understanding of topics. OR student fails to summarize key topics.	key terms and showing an excellent understanding of these topics.
<b>Third Chapter Application</b>	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc. and gives detailed examples of these topics.
<b>Fourth Chapter Summary</b>	0 points Student does not adequately summarize the chapter. Or chapter omitted.	5 points Student adequately summarizes the chapter. Student shows adequate understanding of topics. OR student fails to summarize key topics.	10 points Student successfully summarizes the chapter, defining key terms and showing an excellent understanding of these topics.
<b>Fourth Chapter Application</b>	0 points Student does not adequately demonstrate understanding of key topics and their relevance to student's career. Or student failed to submit this paragraph.	5 points Student adequately demonstrates understanding of key topics and their importance to student's career. Examples given may be incomplete or lacking detail.	10 points Student successfully demonstrates understanding of the key topic's importance to their careers, futures, etc. and gives detailed examples of these topics.
<b>Paper Quality</b>	0 points Student has more than 2 errors in punctuation,	5 points Student has 1-2 errors in punctuation,	10 points Student summary is free of all errors including

	spelling, grammar or spacing.	spelling, grammar or spacing.	punctuation, spelling, grammar and spacing.
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**MKTG 1270 VISUAL MERCHANDISING  
FY 2016  
Fall 2015**

Date	Chapter / Lesson	Content	Assignments & Tests Due Dates	*Competency Area
Week 1 (8/17 – 8/24)	Chapter 1	Assignments Listed Under Start Here Folder  Chapter 1: The Visual Merchandising Concept in a Contemporary Environment	<b>Students to sign Acknowledgment, Post Introduction, View and Sign off All Policies Due 8/19</b> <b>Chapter 1 assignments due 8/24</b> <b>Discussion assignment due 8/24</b>	1, 2, 3, 5, 6 1,4
Week 2	Chapter 2	Chapter 2: Addressing Multicultural Consumer Needs Through Visual	<b>Chapter 2 assignment due 8/31</b> <b>Discussion assignment due</b>	1, 2 1, 3, 4

(8/25 – 8/31)		Merchandising	8/31	
Week 3 (9/01 – 9/07)	Chapter 3	Chapter 3: Planning and Developing Visual Presentations	Chapter 3 assignment due 9/07 Discussion Assignment due 9/07	1, 2, 3 1,4
Week 4 (9/08 – 9/14)	Chapter 4	Chapter 4: Facilities Design: Exteriors, Interiors and Fixturing Unit I Summary	Chapter 4 assignment due 9/14 Discussion assignment due 9/14	1,2, 5, 6 1,4
Week 5 (9/15 – 9/21)		Unit I Summary Due	Unit I Summary Due 9/21	1 1,4
Week 6 (9/22 - 9/28)	Chapter 5	Chapter 5: Environment Design Direction: Going Green	Chapter 5 assignment due 9/28 Discussion assignment due 9/28	1, 2 1,4
Week 7 (9/29 - 10/05)	Chapter 6	Chapter 6: Mannequins and Other Human Forms	Chapter 6 assignment due 10/05 Discussion assignment due 10/05	1, 2 1,4
Week 8 (10/06 – 10/12)	Chapter 7	Chapter 7: Materials, Props, and Tools of the Trade	Chapter 7 assignment due 10/12 Discussion assignment due 10/12	1, 2 1,4
Week 9 (10/13 – 10/19)	Chapter 8	Chapter 8: Principles of Design	Chapter 8 assignment due 10/19 Discussion assignment due 10/19	
Week 10 (10/20 – 10/26)		<b>Visual Merchandising Project Due</b>	<b>Project is due 10/26 before midnight! See rubric and folder in ANGEL for details!</b>	1, 2 1,4
Week	Chapters 5-8	<b>Unit II Proctored Exam</b>	<b>October 28: 1-4PM (Vidalia)</b> <b>October 29: 1-4PM</b>	1, 2 1,4

11 (10/27 – 11/02)			(Swainsboro)  Please sign up in ANGEL under Unit II to verify the day and time you will attend.	
Week 12 (11/03 – 11/09)	Chapter 9	Chapter 9: Color: Fundamental Concepts and Applications	Chapter 9 assignment due 11/09 Discussion assignment due 11/09	4 1, 2, 3, 4
Week 13 (11/10 – 11/16)	Chapter 10	Chapter 10: Lighting: Dramatizing the Selling Floor and Display Areas	Chapter 10 assignment due 11/16 Discussion assignment due 11/16	4 1, 2, 3, 4
Week 14 (11/17 – 11/23)	Chapter 11	Chapter 11: Themes and Settings for Windows and Interiors	Chapter 11 assignment due 11/23 Discussion assignment due 11/23	
Week 15 (11/24 – 12/04)	Chapter 17	Chapter 17: Execution of a Visual Presentation Unit III Exam	CHAPTER 17 assignment due 11/30 Discussion assignment due 11/30 Unit III Exam posted 11/24 and available until 12/01 at midnight	4, 7 1, 2, 3, 4

**All assignments may be posted until 11:59 PM on the day indicated. Beginning midnight, the assignment is deemed late.**

**Discussions should be posted on separate days of the week.**

### **Course Competencies**

1. Design and color principles
2. Tools and materials of the trade
3. Lighting and signs
4. Installation of displays
5. Store planning
6. Safety
7. Related areas of visual merchandising and display

### **Core Competencies**

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.

3. The ability to read, analyze, and interpret information.