Visual Fashion Merchandising

SECTION I: Course Overview

Course Code: FM269CDG
Subject Area(s): Fashion Studies
Prerequisites: None
Language of Instruction: English
Total Contact Hours: 45
Recommended Credits: 3

COURSE DESCRIPTION

This course introduces students to the display, theories, and processes of visual merchandising presentation in retail, showroom, and other fashion settings.

After situating merchandising in the historical record, this course will cover topics such as customer behavior, environment, and brand collection and rely on frequent, student analyses of stores & boutiques in the urban environment to illustrate how merchandising theory is applied in a retail environment. Later in the course, while studying the window, the entrance, and colours, students will apply their new merchandising techniques to actual products.

This course prepares the students using both classic and modern approaches to the subject and provides the necessary skills that to attract the consumer’s eye and interest.

LEARNING OBJECTIVES

Upon successful completion of this course, you will be able to:

- Synthesize information about consumer behavior, retailing, and marketing sources
- Analyze visual displays in retail & showroom environments
- Apply newly acquired merchandising techniques to retail products

SECTION II: Instructor & Course Details

INSTRUCTOR DETAILS

Name: TBA
ATTENDANCE POLICY

This class will meet once weekly for 150 minutes each session. All students are expected to arrive on time and prepared for the day’s class session.

CEA enforces a mandatory attendance policy. You are therefore expected to attend all regularly scheduled class sessions, including any field trips, site visits, guest lectures, etc. that are assigned by the instructor. The table below shows the number of class sessions you may miss before receiving a grade penalty.

<table>
<thead>
<tr>
<th>Courses Meeting X day(s) Per Week</th>
<th>Allowed Absence(s)</th>
<th>Automatic Failing Grade at Xth absence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses meeting 1 day(s) per week</td>
<td>1 Absence</td>
<td>4th Absence</td>
</tr>
</tbody>
</table>

For every additional absence beyond the allowed number, your final course grade will drop down to the subsequent letter grade (ex: A+ to A). As a student, you should understand that the grade penalties will apply if you are marked absent due to tardiness or leaving class early. In the table below, you will find the grade penalty associated with each excessive absence up to and including automatic course failure.

<table>
<thead>
<tr>
<th>Absence</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Penalty</td>
<td>No Penalty</td>
<td>0.5 Grade Docked</td>
<td>1 Grade Docked</td>
<td>Automatic Failure</td>
</tr>
</tbody>
</table>

CEA does not distinguish between excused and unexcused absences. As such, no documentation is required for missing class. Similarly, excessive absences, and the grade penalty associated with each, will not be excused even if you are able to provide documentation that shows the absence was beyond your control. You should therefore only miss class when truly needed as illness or other unavoidable factors may force you to miss a class session later on in the term.

GRADING & ASSESSMENT

The instructor will assess your progress towards the above-listed learning objectives by using the forms of assessment below. Each of these assessments is weighted and will count towards your final grade. The following section (Assessment Overview) will provide further details for each.

Class Participation 10%

The instructor reserves the right to make changes or modifications to this syllabus as needed
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### Weekly Presentations
30%

### Brand Analysis
20%

### Store Analysis
20%

### Merchandising Project
20%

The instructor will calculate your course grades using the CEA Grading Scale shown below. As a CEA student, you should understand that credit transfer decisions—including earned grades for courses taken abroad—are ultimately made by your home institution.

#### CEA Grading Scale

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Numerical Grade</th>
<th>Percentage Range</th>
<th>Quality Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>9.70 – 10.0</td>
<td>97.0 – 100%</td>
<td>4.00</td>
</tr>
<tr>
<td>A</td>
<td>9.40 – 9.69</td>
<td>94.0 – 96.9%</td>
<td>4.00</td>
</tr>
<tr>
<td>A-</td>
<td>9.00 – 9.39</td>
<td>90.0 – 93.9%</td>
<td>3.70</td>
</tr>
<tr>
<td>B+</td>
<td>8.70 – 8.99</td>
<td>87.0 – 89.9%</td>
<td>3.30</td>
</tr>
<tr>
<td>B</td>
<td>8.40 – 8.69</td>
<td>84.0 – 86.9%</td>
<td>3.00</td>
</tr>
<tr>
<td>B-</td>
<td>8.00 – 8.39</td>
<td>80.0 – 83.9%</td>
<td>2.70</td>
</tr>
<tr>
<td>C+</td>
<td>7.70 – 7.99</td>
<td>77.0 – 79.9%</td>
<td>2.30</td>
</tr>
<tr>
<td>C</td>
<td>7.40 – 7.69</td>
<td>74.0 – 76.9%</td>
<td>2.00</td>
</tr>
<tr>
<td>C-</td>
<td>7.00 – 7.39</td>
<td>70.0 – 73.9%</td>
<td>1.70</td>
</tr>
<tr>
<td>D</td>
<td>6.00 – 6.99</td>
<td>60.0 – 69.9%</td>
<td>1.00</td>
</tr>
<tr>
<td>F</td>
<td>0.00 – 5.99</td>
<td>0.00 – 59.9%</td>
<td>0.00</td>
</tr>
<tr>
<td>W</td>
<td>Withdrawal</td>
<td>N/A</td>
<td>0.00</td>
</tr>
<tr>
<td>INC</td>
<td>Incomplete</td>
<td>N/A</td>
<td>0.00</td>
</tr>
</tbody>
</table>

#### Assessment Overview

This section provides a brief description of each form of assessment listed above. Your course instructor will provide further details and instructions during class time.

**Class Participation (10%)**: Student participation is mandatory for all courses taken at a CEA Study Center. The instructor will use the rubric below when determining your participation grade. All students should understand that attendance and punctuality are expected and will not count positively toward the participation grade.

#### Class Participation Grading Rubric

<table>
<thead>
<tr>
<th>Student Participation Level</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>You make major &amp; original contributions that spark discussion, offering critical comments</td>
<td>A+ (10.0 – 9.70)</td>
</tr>
<tr>
<td>clearly based on readings, research, &amp; theoretical course topics.</td>
<td></td>
</tr>
<tr>
<td>You make significant contributions that demonstrate insight as well as knowledge of</td>
<td>A/A- (9.69 – 9.00)</td>
</tr>
<tr>
<td>required readings &amp; independent research.</td>
<td></td>
</tr>
</tbody>
</table>

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You participate voluntarily and make useful contributions that are usually based upon some reflection and familiarity with required readings. | B+/B  
(8.99 – 8.40)

You make voluntary but infrequent comments that generally reiterate the basic points of the required readings. | B-/C+  
(8.39 – 7.70)

You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings. | C/C-  
(7.69 – 7.00)

You very rarely make comments and resist engagement with the subject. You are not prepared for class and/or discussion of course readings. | D  
(6.99 – 6.00)

You make irrelevant and tangential comments disruptive to class discussion. You are consistently unprepared for class and/or discussion of the course readings. | F  
(5.99 – 0.00)

**Weekly Individual Presentations (30%):** Starting in session 2, and every third week, students will present individually a case study of a pre-determined retail space in Paris. The instructor will assign the retail space to be analyzed, and the focus of analysis (Brand, Store, Merchandising). Each presentation will be a trial run in preparation for the written evaluation. The instructor will evaluate the weekly presentation based on the quality and pertinence of the visual support; the quality of the student’s verbal & non-verbal expression; the quality of the week’s analytical focus; and the presenter’s adherence to the pre-defined length of the presentation.

**Written Brand Analysis (20%):** Having honed their skills in brand analysis through previous presentation, instructor feedback, and observation of other group presentations, student groups will produce a second, brand analysis this time in written format. This analysis will be based on a different retail space than in the weekly presentation and focus on product, company strategy, environment, & collection. The instructor will provide a more detailed grading rubric prior to the weekly presentation so that students understand the specific, thematic focus in advance of the presentation and written analysis. This written analysis will be at least 1000 words and no more than 1200 words and include a visual annex.

**Written Store Analysis (20%):** Having honed their skills in store analysis through previous presentation, instructor feedback, and observation of other group presentations, student groups will produce a second, store analysis this time in written format. This analysis will be based on a different retail space than in the weekly presentation and focus on display & color organization, focus points, and window strategy. The instructor will provide a more detailed grading rubric prior to the weekly presentation so that students understand the specific, thematic focus in advance of the presentation and written analysis. This written analysis will be at least 1000 words and no more than 1200 words and include a visual annex.

**Written Merchandising Analysis (20%):** Having honed their skills in merchandising analysis through previous presentation, instructor feedback, and observation of other group presentations, student groups will produce a second, merchandising analysis this time in written format. This analysis will be based on a different retail space than in the weekly presentation and focus on color, space management, and zoning & circulation. The instructor will provide a more detailed grading rubric prior to the weekly presentation so that students understand the specific, thematic focus in advance of the presentation and written analysis. This written analysis will be at least 1000 words and no more than 1200 words and include a visual annex.

**REQUIRED READINGS**

Reading assignments for this course will come from the required text(s) and/or the selected reading(s) listed below. All required readings—whether assigned from the text or assigned as a selected reading—must be completed according to the due date assigned by the course instructor.
I. SELECTED READING(s): The selected readings for this course are listed below. You will not need to purchase these readings; the instructor will provide these selected readings to you in class (either in paper or electronic format).


ADDITIONAL RESOURCES

In order to ensure your success abroad, CEA has provided the academic resources listed below. In addition to these resources, each CEA Study Center provides students with a physical library and study areas for group work. The Academic Affairs Office at each CEA Study Center also compiles a bank of detailed information regarding libraries, documentation centers, research institutes, and archival materials located in the host city.

- **UNH Online Library**: As a CEA student, you will be given access to the online library of CEA’s School of Record, the University of New Haven (UNH). You can use this online library to access databases and additional resources while performing research abroad. You may access the UNH online library [here](#) or through your MyCEA Account. You must comply with UNH Policies regarding library usage.

- **CEAClassroom – Moodle**: CEA instructors use Moodle, an interactive virtual learning environment. This web-based platform provides you with constant and direct access to the course syllabus, daily schedule of class lectures and assignments, non-textbook required readings, and additional resources. Moodle includes the normal array of forums, up-loadable and downloadable databases, wikis, and related academic support designed for helping you achieve the learning objectives listed in this syllabus.

  During the first week of class, CEA academic staff and/or faculty will help you navigate through the many functions and resources Moodle provides. While you may print a hard copy version of the syllabus, you should always check Moodle for the most up-to-date information regarding this course. The instructor will use Moodle to make announcements and updates to the course and/or syllabus. It is your responsibility to ensure that you have access to all Moodle materials and that you monitor Moodle on a daily basis in case there are any changes made to course assignments or scheduling.

  To access Moodle: Please log-in to your MyCEA account using your normal username and password. Click on the “While You’re Abroad Tab” and make sure you are under the “Academics” sub-menu. There you will see a link above your schedule that says “View Online Courses” select this link to be taken to your Moodle environment.

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<table>
<thead>
<tr>
<th>SESSION</th>
<th>TOPICS</th>
<th>ACTIVITY</th>
<th>READINGS &amp; ASSIGNMENTS</th>
</tr>
</thead>
</table>
| 1       | **Course Introduction**  
Review Syllabus & Classroom Policies  
**Introduction to Merchandising**  
History of merchandising  
The success of visual merchandising in a globalized world | Course Overview  
Discussion & Exchanges | Readings:  
Belli, pp. 7 – 12, 13 – 17 |
| 2       | **Building Blocks to an Effective Merchandising Strategy**  
Customer behavior  
Brand  
Product  
Company’s strategy | Student Presentations  
Discussion & Exchanges | Readings:  
Bailey, pp. 9 – 22 |
| 3       | **Overview of Merchandising**  
Environment  
Implementation  
Animation  
Result | Student Presentations  
Discussion & Exchanges | Readings:  
Bailey, pp. 75 – 113 |
| 4       | **Key Techniques of Macro-merchandising**  
Understand the collection  
Segment the collection  
Implement the collection  
Determine the type of sale  
Organize the visual circulation | Student Presentations  
Discussion & Exchanges | Readings:  
Belli, pp. 49 – 64 |

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<table>
<thead>
<tr>
<th>Week</th>
<th>Key Techniques of Micro-merchandising</th>
<th>Readings:</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Levels of presentation&lt;br&gt;Reading directions&lt;br&gt;Display organizations&lt;br&gt;Color organizations&lt;br&gt;Showing the value of products</td>
<td>Bailey, pp. 23 – 48</td>
</tr>
<tr>
<td></td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
<td>Written Brand Analysis, due</td>
</tr>
<tr>
<td>6</td>
<td>Animation of the Space&lt;br&gt;Entrance table&lt;br&gt;Focus point&lt;br&gt;POP</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>7</td>
<td>The Window&lt;br&gt;The role of a window&lt;br&gt;Window strategy&lt;br&gt;Different types of windows&lt;br&gt;“Readability”&lt;br&gt;Perspectives&lt;br&gt;Mannequins organisations</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>8</td>
<td>Colors&lt;br&gt;The history of colors&lt;br&gt;Introduction to colors&lt;br&gt;How to build up a color&lt;br&gt;How to use the Newton circle&lt;br&gt;Colors in display</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>9</td>
<td>Merchandising is Detail&lt;br&gt;Merchandising in different product range&lt;br&gt;Saturation of space&lt;br&gt;Space management&lt;br&gt;Finishing details</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td></td>
<td>Written Store Analysis, due</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td><strong>Guest Speaker</strong></td>
<td>Student Presentations</td>
</tr>
<tr>
<td>----</td>
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<td>-----------------------</td>
</tr>
<tr>
<td>11</td>
<td><strong>The Implementation of a Space</strong>&lt;br&gt;How to analyze a space&lt;br&gt;How to optimize a space&lt;br&gt;Zoning and circulation</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>12</td>
<td><strong>The Future of Visual Merchandising</strong>&lt;br&gt;Trends &amp; Innovations&lt;br&gt;Sustainability</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>13</td>
<td><strong>A Global Perspective</strong>&lt;br&gt;Trends &amp; Policy&lt;br&gt;Developing Nations</td>
<td>Student Presentations&lt;br&gt;Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>14</td>
<td><strong>Your Fashion Career</strong>&lt;br&gt;Education, Training, Experience</td>
<td>Discussion &amp; Exchanges</td>
</tr>
<tr>
<td>15</td>
<td><strong>FIELD STUDY: Safari Feeling</strong>&lt;br&gt;Retail tour in Paris to see and experiment with the best concept stores.</td>
<td></td>
</tr>
</tbody>
</table>
SECTION III: CEA Academic Policies

The policies listed in this section outline general expectations for CEA students. You should carefully review these policies to ensure success in your courses and during your time abroad. Furthermore, as a participant in the CEA program, you are expected to review and understand all CEA Student Policies, including the academic policies outlined on our website. CEA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. For the most up to date policies, please review the policies on our website.

Class & Instructor Policies can be found here.
General Academic Policies can be found here.