Course Description: The study of promotional techniques unique to the fashion industry. Emphasis is placed on methods used at the point-of-sale to sell merchandise to the final consumer. Promotional methods to include: sales floor layouts and design, personal selling, and specialized customer service departments.

Credit Hours: 3

Prerequisites: Major in Fashion Design and Merchandising; FDM 101 or permission from course instructor.


Class Meeting: TR 9:35 - 10:50am, Quigley Hall Room 301.

Instructor: Judy Huyck
Office: Quigley Hall Room 311E; Phone: 618 453 1984;
Office Hours: Tue & Thur – 11:00 – 2:00

Course Objectives:
Upon completion of this course students should be able to:
1. Understand how market levels of the fashion industry affect store layout, merchandising techniques, personal selling, and customer service.
2. Merchandise floors to meet profit objectives.
3. Merchandise product according to different retail formats.
4. Determine the most effective use of accent display work to enhance sales-floor product merchandising arrangements.
5. Understand the methods, differences, and management of sales floor plans for optimum performance in product presentation, personal sales, and customer service.

Topical Outline:
1. Overview of Visual Merchandising
2. Floor merchandising techniques per product category
3. Personal selling and customer service layouts
4. Technical support

Grade Breakdown: Points

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>50</td>
</tr>
<tr>
<td>Exam 2</td>
<td>50</td>
</tr>
<tr>
<td>Exam 3</td>
<td>50</td>
</tr>
<tr>
<td>Exam 4</td>
<td>50</td>
</tr>
<tr>
<td>Final</td>
<td>100</td>
</tr>
<tr>
<td>Project 1</td>
<td>20</td>
</tr>
<tr>
<td>Project 2</td>
<td>100</td>
</tr>
<tr>
<td>Project 3</td>
<td>100</td>
</tr>
<tr>
<td>Project 4</td>
<td>100</td>
</tr>
<tr>
<td>Attendance (45 days X 2)</td>
<td>90</td>
</tr>
</tbody>
</table>

Grade Distribution
A = 639 – 715 points
B = 568 – 638 points
C = 497 – 567 points
D = 426 – 496 points
F = below 425 points

Course Policies

1. Attendance is mandatory! Points are given for each day of attendance, in order to earn these points you must arrive to class on time with all the required materials. You must put away any items you used at the end of class and clean up your workspace. Please contact the instructor as soon as possible if you miss a class. If you have to miss a class, it is your responsibility to get any missed information, etc. from
another student. 3 late arrivals will count as an absence. All demonstrations begin at the beginning of class - students are responsible to make up any missed information or work.

Make-Up Assignment Policy: There is no make-up of in-class projects or quizzes. If you miss an assignment due date, you must contact the instructor within 24 hours of the missed class time. If you do not contact the instructor within that 24 hour period, you will not be allowed to make up the test or hand in the project. The instructor will evaluate any other extenuating circumstances in the event that the student cannot contact the instructor within that 24 hour period. If you arrive late for a quiz or test your score will be deducted by the minutes you are late. *In order to be fair to students who turn in assignments on time, assignments that are not completed by the due date will be penalized 5% for each day late.

Make sure if you have medical documentation for an absence that you bring it to the instructor.

2. Excused absences included:
   a. Personal illness or injury: must be documented by doctor’s excuse incorporating exam or project date.
   b. Family Emergency:
      i. Death in the family
      ii. Parent, child, sibling, or spouse in hospital (must provide documentation incorporating exam or project date)
      iii. Child is ill (must provide medical documentation incorporating exam or project date)
   c. Participation in a SIU sanctioned event in which you are to officially represent SIU. Require documentation from team or other type of SIU supervisor to whom you report.

3. No cell phones during class, except emergency situations; instructor should be notified in advance. If you are caught texting during class the cell phone will be taken until the end of the class on that day or you will be asked to leave and attendance points deducted for the day. Phones must be silenced completely, no vibration.

No head phones or personal music in class. If you miss an announcement or instruction because you have your ears plugged, it is your responsibility to obtain missing

QUIGLEY HALL EMERGENCY RESPONSE PROCEDURES
Fall 2015

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings in Quigley Hall and elsewhere on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

If an evacuation of Quigley Hall is required during an emergency, ALL School of Architecture students, faculty, and staff (from all three programs) are to gather ASAP after exiting in the grassed area east of the Quigley Courtyard and covered walkway area to determine if there are people unaccounted for at that particular time. There are four SoA faculty members that are part of the SIUC Quigley Hall BERT Team
(Brazley, Frisch, Kidd, White, and Wojnarowski) who will be facilitating the necessary emergency procedures. There are BERT Posters located in numerous public areas throughout Quigley with Quigley Team emergency phone numbers.

**Do not hesitate to call 911** if you have any sense of emergency and there isn't a faculty or staff person available to immediately assist – 911 Staff are highly qualified and prepared professionals to make a response decision and to give you advice over the phone.

**QUIGLEY HALL EMERGENCY RESPONSE MEETING AREAS**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>AREA</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and Nutrition</td>
<td>1</td>
<td>Woody Hall grassed area West of Quigley Main Entry</td>
</tr>
<tr>
<td>Child Development Laboratory</td>
<td>2</td>
<td>North Side Quigley beyond Fenced Area</td>
</tr>
<tr>
<td>Social Work</td>
<td>3</td>
<td>Grassed Area NE of Loading Dock and Auditorium</td>
</tr>
<tr>
<td>School of Architecture</td>
<td>4</td>
<td>Grassed Area East of Quigley Patio and the Covered Walkway</td>
</tr>
<tr>
<td>College of Education - Pre-School</td>
<td>5</td>
<td>Grassed Walkways Area beyond South Entry</td>
</tr>
<tr>
<td>General Classrooms &amp; Auditorium</td>
<td>1, 3</td>
<td>Please instruct those outside faculty, students, and visitors during an emergency</td>
</tr>
</tbody>
</table>
Syllabus Attachment

Fall 2015

IMPORTANT DATES *
Semester Class Begins .......................................................08/24/2015
Last day to add a class (without instructor permission): ...............08/30/2015
Last day to withdraw completely and receive a 100% refund: ......09/06/2015
Last day to drop a course using SalukiNet................................11/01/2015
Last day to file diploma application (for name to appear in Commencement program):
.................................................................................................09/18/2015

Final examinations: ..............................................................09/18/2015

Note: For outreach, internet, and short course drop/add dates, visit Registrar’s Academic webpage http://registrar.siu.edu/

FALL SEMESTER HOLIDAYS
Labor Day Holiday 09/07/2015
Fall Break 10/10—10/13/2015
Veterans Day Holiday 11/11/2015

WITHDRAWAL POLICY – Undergraduate only
Students who officially register for a session may not withdraw merely by the stop-ping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY – Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the same following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student's grade point average. For more information please visit:
http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A, B, C, D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at
http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

GRADUATE POLICIES
Graduate policies often vary from Undergraduate policies. To view the applicable policies for graduate students, please visit
http://gradschool.siu.edu/about-us-grad-catalog/index.html

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic sup-port services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

PLAGIARISM CODE

MORRIS LIBRARY HOURS
http://morris.siu.edu/about

SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accounta-bility and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assualted, you can find the appropriate resources here:
http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu,
http://salukicares.siu.edu/index.html

EMERGENCY PROCEDURES
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. We ask that you become familiar with the SIU Emergency Response Plan and Build-ing Emergency Response Team (BERT)
Fashion Design and Merchandising  
FDM 281 Fashion Promotional Strategies I: Fall 2015

programs. Please reference the Building Emergency Response Protocols for Syllabus attachments on the following pages. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:

Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office's main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/#

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
ADVISEMENT: http://advisement.siu.edu/
SIU ONLINE: http://online.siu.edu/

http://pvcaa.siu.edu/