FDM 281: Fashion Promotional Strategies I  
Fall 2016

Course description: This course offers students knowledge, techniques, and skills in visual merchandising and other promotional activities within the fashion industry. Creative opportunities are given to develop fashion promotional strategies skills through the application of visual merchandising and other promotional merchandise activities.

Class Meeting: TR 9:35-10:50 Quigley 301
Credit Hours: 3
Prerequisites: Major in Fashion Design & Merchandising; FDM 101 and 102 or permission from course instructor
Professor: Dr. Seung-Hee Lee, Quigley Hall 311H, 453-1981, fdm792@gmail.com
Office Hours: TR 9:00-9:30, 11:00-12:30, 2:00-3:00 or by appointment

Course objectives: Upon completion of this course, the student will understand:

- Fashion visual merchandising and display, advertising, and promotion
- Successful visual merchandising strategies
- Visual merchandising techniques and skills
- Visual merchandising and its materials and components.
- Applications of visual merchandising and promotion.
- Related areas of visual merchandising

Course policies:

To diminish distractions during lecture:
1. Please turn off your cell phone when you come to class. (No text messages!)
2. No computer devices are allowed.
3. No foods are allowed.
4. No interfering with the lecture or disrespecting other students or professor (Student Judicial Affairs).
5. Penalty for ignoring these policies: You will lose the attendance points for that day.

Attendance: Students will sign an attendance sheet in the beginning of each lecture or be called by the professor. One point will be deducted for any late arrival or early departure. Any student who arrives late or leaves early for more than 20 minutes will not receive any points for that day. Documentation for excused absences must be presented on the day you return to class.
**Extra Credit Activity:** There will be some opportunities to earn extra credits, which will be added to the total points of final grade. These activities are only offered to students who present in class on the day.

**Individual Meeting:** There are two individual meetings in the semester. Students will meet Dr. Lee individually. If you miss the meeting, you will be counted as absent for that class.

**Announcements:** Information related to the course will be announced at SIU on-line. Therefore, it is a student’s responsibility to check regularly not to miss any important announcement.

### Evaluation:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>5 @ 100 points each</td>
</tr>
<tr>
<td>Assignments &amp;</td>
<td>200 points</td>
</tr>
<tr>
<td>Project</td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>30 days @ 3 points/day</td>
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</table>

**790 Total points**

### Final Grade Distribution

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>A (90 - 100%)</td>
<td>711 - 790</td>
</tr>
<tr>
<td>B (80 - 89%)</td>
<td>632 - 710</td>
</tr>
<tr>
<td>C (70 - 79%)</td>
<td>553 - 631</td>
</tr>
<tr>
<td>D (60 - 69%)</td>
<td>474 - 552</td>
</tr>
<tr>
<td>F (&lt; 59%)</td>
<td>0 - 473</td>
</tr>
</tbody>
</table>
## COURSE CALENDAR

*The schedule and procedures in this course are subject to change.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/23</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>8/25</td>
<td>Individual Meeting</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>8/30</td>
<td>Part I: Visual merchandising &amp; display basics</td>
<td>p.1</td>
</tr>
<tr>
<td></td>
<td>9/1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>9/6</td>
<td>Color &amp; Texture/Line &amp; Composition</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9/8</td>
<td>Light &amp; Lighting/ Types of display</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>9/13</td>
<td><strong>Exam 1</strong></td>
<td><strong>Exam 1</strong></td>
</tr>
<tr>
<td></td>
<td>9/15</td>
<td>Part II: Where to display</td>
<td>p.62</td>
</tr>
<tr>
<td>5</td>
<td>9/20</td>
<td>The exterior of the store window display</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9/22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>9/27</td>
<td>Store interiors</td>
<td><strong>Exam 2</strong></td>
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<tr>
<td></td>
<td>9/29</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>10/4</td>
<td>Part III: What to use for successful displays</td>
<td>p. 100</td>
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<tr>
<td></td>
<td>10/6</td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>10/11</td>
<td><strong>Fall Break</strong></td>
<td><strong>No Class</strong></td>
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<tr>
<td></td>
<td>10/13</td>
<td>Mannequins/Fixtures</td>
<td></td>
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<tr>
<td>9</td>
<td>10/18</td>
<td>Store planning/Furniture as props</td>
<td><strong>Exam 3</strong></td>
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<td></td>
<td>10/20</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>10/25</td>
<td>Part IV: Visual merchandising and display</td>
<td>p.201</td>
</tr>
<tr>
<td></td>
<td>10/27</td>
<td>techniques</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>11/1</td>
<td>Devices/Sales Ideas</td>
<td><strong>Exam 4</strong></td>
</tr>
<tr>
<td></td>
<td>11/3</td>
<td></td>
<td></td>
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<tr>
<td>12</td>
<td>11/8</td>
<td>ITAA Conference</td>
<td>Assignment</td>
</tr>
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<td></td>
<td>11/10</td>
<td></td>
<td></td>
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<tr>
<td>13</td>
<td>11/15</td>
<td><strong>Project Presentation</strong></td>
<td><strong>Project</strong></td>
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<tr>
<td></td>
<td>11/17</td>
<td>Presentation</td>
<td>Presentation</td>
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<tr>
<td></td>
<td>11/24</td>
<td>Thanksgiving</td>
<td><strong>No Class</strong></td>
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<tr>
<td>15</td>
<td>12/1</td>
<td>Store planning &amp; design</td>
<td>P334</td>
</tr>
<tr>
<td></td>
<td>12/3</td>
<td>Part VI: Related area</td>
<td></td>
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<tr>
<td>16</td>
<td>12/6</td>
<td>Individual Meeting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12/8</td>
<td>Semester Review</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>12/12</td>
<td><strong>Final Exam</strong></td>
<td><strong>Final Exam</strong></td>
</tr>
</tbody>
</table>

**Final Exam** (12:00-1:40)
QUIGLEY HALL EMERGENCY RESPONSE PROCEDURES

Spring 2010

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 (Wojnarowski, Frisch, Kidd, and Brazley) 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><strong>School of Architecture</strong></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, &amp; 4</td>
<td>Please instruct those outside faculty, students, and visitors during an emergency</td>
</tr>
</tbody>
</table>
IMPORTANT DATES *
Semester Class Begins: ................................................................. 08/22/2016
Last day to add full-term course (without Dean’s signature): 08/28/2016
Last day to withdraw from the University with a full refund: 09/02/2016
Last day to drop a full-term course for a credit/refund: 09/04/2016
Deadline to apply to graduate at the end of this term: 09/16/2016
Last day to drop a full-term course (W grade, no refund): 10/30/2016
Final examinations: ................................................................. 12/12–12/16/2016
Commencement: ........................................................................ 12/17/2016

Note: For more detailed information on the above deadlines, please visit
http://registrar.siu.edu/calendars. For add/drop dates that apply to shorter-than-full-term courses, please look at the
Schedule of Classes search results at http://registrar.siu.edu/schedule/index.php

FALL SEMESTER HOLIDAYS
Labor Day Holiday 09/05/2016
Fall Break 10/08—10/11/2016
Veterans Day Holiday 11/11/2016

WITHDRAWAL POLICY ~ Undergraduate only
Students who officially register for a session must officially withdraw from that
registration in a timely manner to avoid being charged as well as receiving a failing
grade for those classes. An official withdrawal must be initiated by the student, or on
behalf of the student through the academic unit, and be processed by the Registrar’s
office. For the proper procedures to follow when dropping courses and when withdrawing
from SIU visit: http://registrar.siu.edu/students/withdrawal.php

INCOMPLETE POLICY ~ Undergraduate only
An INC grade may be assigned when, for reasons beyond their control, students
engaged in passing work are unable to complete all class assignments for the
course. An INC must be changed to a completed grade within one full semester (undergraduates), and one full year (graduate students), from the close of the term in
which the course was taken or graduation, whichever occurs first. Should the student fail to complete the remaining course requirements within the time period designat-
ed, the incomplete will be converted to a grade of F and such grade will be computed
in the student's grade point average. For more information visit:
http://registrar.siu.edu/grades/incomplete.php

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course
for credit more than once. For students receiving a letter grade of A, B, C, D, or F, the
course repetition must occur at Southern Illinois University Carbondale. Effective
for courses taken Summer 2013 or later, only the most recent (last) grade will be
computed in the overall GPA and count toward hours earned.
This policy will be applied to all transferrable credit in that only the last grade will be
used to calculate grade point average. Only those courses taken at the same institu-
tion are considered repeats under this policy. See full policy at
http://registrar.siu.edu/students/repeatclasses.php

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

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
contact DSS to open cases. The process involves interviews, reviews of student-
supplied documentation, and completion of Disability Accommodation Agreements.
http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://srr.siu.edu/student-conduct-code/

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 accountability 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 har-
assed or assaulted, 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 univer-
sity-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: call(618) 453-1492, email siukicares@siu.edu, or http://salukicares.siu.edu/

SIU’s EARLY WARNING INTERVENTION PROGRAM (EWIP)
Students enrolled in courses participating in SIU’s Early Warning Intervention
Program might be contacted by University staff during a semester. More
information can be found at the Core Curriculum’s Overview webpage:
http://corecurriculum.siu.edu/program-overview/

EMERGENCY PROCEDURES
We ask that you become familiar with Emergency Preparedness @ SIU.
Emergency response information is available on posters in buildings on cam-
pus, on the Emergency Preparedness @ SIU website, and through text and email alerts. To register for alerts visit: http://emergency.siu.edu/

STUDENT MULTICULTURAL RESOURCE CENTER
The Student Multicultural Resource Center serves as a catalyst for inclusion,
diversity and innovation. As the Center continues its work, we are here to
ensure that you think, grow and succeed. We encourage you to stop by the
Center, located in Grinnell Commons, to see the resources available and
discover ways you can get involved on the campus. Visit us at http://
inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on cam-
pus 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://math.siu.edu/courses/course-help.php

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and facul-
ty. 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 discrimi-
nation cases. For more information visit: http://diversity.siu.edu/

MILITARY COMMUNITY
There are complexities of being a member of the military community and
also a student. Drill schedules, calls to active duty, complications with GI Bill
disbursement, and other unforeseen military and veteran related develop-
ments can complicate academic life. 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: call(618) 453-1492, email siukicares@siu.edu, or http://salukicares.siu.edu/

ADVISEMENT: http://advisement.siu.edu/
SIU ONLINE: https://online.siu.edu/
SALUKI SOLUTION FINDER: http://solutionfinder.siu.edu/
MORRIS LIBRARY HOURS: http://libguides.lib.siu.edu/hours