

**University of Georgia**  
**Department of Textiles, Merchandising and Interiors**  
**TXMI 6240 Fashion Promotion and Visual Merchandising**

**College of Family and Consumer Sciences**  
**Spring 2010**

*Dr. José Blanco F.*  
*Section 01*  
*Room #: 310 Dawson*  
*Office Hours:*  
**Telephone: 542-4885**

*M-W-F: 10:10 - 11:00 a.m.*  
*Office #: 303 Dawson*  
*M-W:11:00 a.m.-12:00 noon or by appointment*  
**Email: [jblanco@fcs.uga.edu](mailto:jblanco@fcs.uga.edu)**

**Textbook Package**

Pegler, Martin M. *Visual Merchandising and Display*. New York: Fairchild Publications, Inc., 2006. FIFTH EDITION.

Everett, Judith C. and Kristen K. Swanson. *Promotion in the Merchandising Environment*. New York: Fairchild Publications, Inc., 2007 (Second Edition).

**Other:**

Articles suggested by Instructor or other students.

**Recommended**

Everett, Judith C. and Kristen K. Swanson. *Guide to Producing a Fashion Show*. New York: Fairchild Publications, Inc., 2004.

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**Class Description.**

Oasis Title: FASH PROM/VIS MERCH. Undergraduate prerequisite: TXMI 3210.  
Overview of promotion practices in the apparel design, product development, manufacturing, and retail merchandising environment, including promotion planning and budgeting, special event organization, advertising, public relations, publicity, fashion show production, and visual merchandising.

**Course Objectives.**

By the end of the semester students participating in this class will be able to:

1. Create a successful promotion campaign for retail merchandising products considering aspects related to advertising, public relations, and special events.
2. Identify current trends in fashion promotion, visual merchandising, and production of fashion shows.
3. Provide leadership in activities related to planning, budgeting and fundraising, public relations, and creative concept design for promotion special events and fashion shows.
4. Identify and analyze the effectiveness of visual merchandising practices based on different display categories and components.
5. Develop and create successful visual merchandising concepts that can translate to future career settings.
6. Evaluate the effectiveness of promotion practices in the retail merchandising environment.
7. Demonstrate adequate oral communication skills in presentations for promotion in the merchandising environment.
- 8. Conduct appropriate graduate level research on aspects associated to fashion promotion and visual merchandising.**
- 9. Cite relevant research and sources in the research literature for topics associated to fashion promotion and visual merchandising.**

### Teaching Philosophy

This class is considered an **active learning community**. Students are expected to take responsibility for their own learning and to encourage one another as well as the instructor to constantly improve the learning environment in the classroom.

**Make sure your cell phone is turned off during class time. No texting during class time. Let's say that again: NO TEXTING DURING CLASS or in other words NO TEXTING DURING CLASS. Laptops are ONLY allowed in the front row and should only be used for note-taking and NOT for Internet Surfing. Let's try it one more time: NO INTERNET SURFING DURING CLASS or simply put NO INTERNET SURFING DURING CLASS.**

### Evaluation.

Attendance & Undergraduate Class Participation	10 points
Reaction Papers or discussions on articles	10 points
Downtown Athens Crawl	5 points
Visual Merchandising Analysis	5 points
Print Media Analysis	5 points
Fashion Show Analysis	5 points
Individual Applied Project	25 points
Final Research Paper	25 points
Visual Merchandising Project Participation	10 points

### Grading Scale.

A	96-100 Points
A-	90-95 Points
B+	87-89 Points
B	83-86 Points
B-	80-82 Points
C+	77-79 Points
C	73-76 Points
C-	70-72 Points
D	60-69 Points
F	Less than 60 Points

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### Academic Honesty:

"All students are responsible for knowing the University's policy on academic honesty. All academic work submitted in this course must be your own unless you have received my permission to collaborate and have properly acknowledged receiving assistance. It is my responsibility to uphold the University's academic honesty policy and report my belief of dishonesty to the Office of the Vice President for Instruction." During exams avoid the appearance of academic dishonesty – keep your eyes on your own paper, place all backpacks, books, notebooks, hats, purses, etc. under your desk or at the front of the room. Familiarize yourself with the Academic Honesty policy and the policy for faculty to handle academic honesty cases [www.uga.edu/ovipi/honesty/ahf.htm](http://www.uga.edu/ovipi/honesty/ahf.htm)

### ADA Statement:

Students with disabilities needing academic accommodations should inform the instructor as early in the semester as possible.

**Student Responsibilities & Course Policy.**

**1. Attendance and Participation.**

**10 points.**

Attendance for this course is required. Graduate students are expected to be present at **EVERY** class meeting and assist the instructor with class management including attendance control, exam proctoring, etc. Graduate students will also play a very important role helping me organize and evaluate the undergraduate group projects. You will also be asked to help supervise student groups while they work on their Visual Merchandising project.

**2. Graduate Class Discussions/ Abstracts and Reports**

**10 points**

The graduate class will meet separate from the undergraduate class in three or more occasions (both during the undergraduate class midterm and final exams and in one or two more occasions to be determined). A set of readings will be furnished for the first class; students are expected to participate in a discussion of such readings. During the second meeting each student will present to the rest of the class the first two sections of their Applied Project (Basics and Promotion Plan). Students are required to provide readings for the third class meeting. In the last graduate only meeting each student will present the second part of their applied projects (special event and visual merchandising) as well as a summary of their final research paper.

**3. Print Media Analysis**

**5 points**

Written analysis of magazine and newspaper advertising practices for fashion promotion based on current material. More instructions will be given in class.

**4. Downtown Athens Crawl**

**5 points**

Written analysis of promotion and visual merchandising practices of stores in downtown Athens. More instructions will be given in class.

**5. Fashion Show Analysis**

**5 points**

Written analysis of a fashion show chosen by the student from television, internet, or live opportunities. More instructions will be given in class.

**6. Visual Merchandising Analysis**

**5 points**

Written analysis and comparison of current visual merchandising practices in the Athens/Atlanta area. More instructions will be given in class.

**7. Individual Applied Project**

**25 points**

Graduate students are required to complete an applied individual project similar to the undergraduate group assignment. You can decide to function as the Promotion unit of an apparel manufacturer, seller, designer, etc. or create plans for a store you would like to open in the future. Graduate students will share their work in class with the other graduate students. **All materials must be presented on a PROFESSIONAL manner, typed, clearly labeled, with proper illustrations, charts, and designs.** The following is a list of aspects required to be discussed in each presentation (see dates as indicated in the syllabus)

**Part #1**

- Company Name & Logo- Produce a business card and letterhead set.
- Target Market and positioning of your company.
- Company Structure
- Featured Product
- Promotion Organization (Structure of promotion unit)

**Part #2**

- Promotion Plan for either the company or a specific line or product
- Advertising Campaign
  - Print Media
  - Broadcast Media
  - Publicity and Public Relations

**Part #3**

- Special Event Proposal (Opening of new store, launching of a new line, fundraising event, etc.) AND/OR Fashion Show Proposal (Or alternative such as trunk show, display stand, etc.)

**Part #4**

- Visual Merchandising assignment. Design in a professional manner utilizing adequate software an aspect of visual merchandising in relation to your business. Options include: a store window display, part of the inside of a store, showroom display, point of purchase display, etc.

**8. Research Paper**

**25 points**

Each student should select a topic related to fashion promotion or visual merchandising for a research paper. I encourage to discuss your topic selection with me and to consider topics that are somewhat related to your current or future thesis research. This is an opportunity to advance the Literature Review section of your thesis by locating sources on a specific subject, or to conduct a pilot study testing a methodological approach for your thesis, or to review theoretical frameworks that can be later applied to your thesis.

**9. Visual Merchandising Project Participation**

**10 points**

Each undergraduate group is required to complete an actual Visual Merchandising presentation. Options include: a store window display, part of the inside of a store, showroom display, point of purchase display, etc. The group can create an aspect of visual merchandising in relation to their business or can arrange with a local business for a practicum experience with them where the group will take care visual merchandising duties for the store after plans have been approved by the owner/manager. **Graduate Students are expected to assist with coordination, supervision and evaluation of undergraduate work in this project.**

**IMPORTANT CLASS NOTES:**

1. **Make sure your phone is turned off during class time. No texting during class time. Laptops are ONLY allowed in the front row and should only be used for note-taking NOT Internet surfing.**
2. For every day that any assignment is late, two points will be deducted from the final grade for that assignment.
3. *"Incompletes" are not automatic. If for some valid reason the work cannot be completed before the end of the semester, you must arrange for an incomplete personally with the instructor. This implies a meeting where student and instructor draft and sign an agreement.*
4. Assignments should be presented in a professional manner. Papers should be typed and clean.
5. Please make a photocopy for your records of all written work. If you Email any project you must make sure you keep a copy on your file. Make photocopies of your designs, drawings, and such projects. Keep all returned/graded assignments on your file.
6. Assignments **MUST** be turned in during class hours. If for some reason you miss class the day a project is due **YOUR OBLIGATION** is to deliver the project **IN PERSON TO ME.**

**Syllabus Change Policy:**

This syllabus is a guide for the course and is subject to change with advanced notice.

**Tentative Class Schedule and Reading Assignments**

Week 1:

01/08: Introduction. Syllabus. Discussion of Group projects.

Week 2:

01/11: Promotion: A Global Perspective. (Part One- Chapter One)

01/13: Consumer Behavior Overview (Part One- Chapter Two)

01/15: Visual Merchandising: Chapter One: Why Do we Display?  
Elements and Principles of Design

Week 3:

01/18: **Dr. Martin Luther King Day. No Classes.**

01/20: Promotion Organizations. (Part Two- Chapter Three)

01/22: Visual Merchandising: Chapter Two: Color and Texture  
Visual Merchandising: Chapter Three: Line and Composition

Week 4:

01/25: Promotion Planning. (Part Two – Chapter Four)

Promotion Budget. (Part Two – Chapter Five)

01/27: Promotion and Forecasting. (Part Two – Chapter Six)

01/29: Visual Merchandising: Chapter Four: Light and Lighting

Week 5:

02/01: **Group Presentation Fair #1**

02/03: **Group Presentation Fair #1**

02/05: Visual Merchandising: Chapter Seven: Display Window Construction  
Visual Merchandising: Chapter Five: Types of Displays and Display Settings

Week 6:

02/08: Advertising and the Creative Process. (Part Three – Chapter Seven)

02/10: Print Media (Part Three – Chapter Eight)

02/12: Visual Merchandising: Chapter Six: The Exterior of the Store  
**Graduate Class Meeting #1 (Time to be determined) Assigned Readings for Discussion.**  
**One page statement for Research Paper and list of sources due.**

Week 7:

02/15: Print Media Analysis Activity

02/17: Broadcast Media (Part Three – Chapter Nine)

02/19: Visual Merchandising: Chapter Nine: Mannequins

Visual Merchandising: Chapter Ten: Alternatives to the Mannequin

Visual Merchandising: Chapter Eleven: Dressing the Three-Dimensional Form

Week 8:

02/22: **Group Presentation Fair #2**

02/24: **Group Presentation Fair #2**

02/26: Visual Merchandising: Chapter Eight: Store Interiors

**Graduate Class Meeting #2 (Time to be determined) Part 1 and 2 of individual project due.**

Week 9:

- 03/01: Direct Marketing, Sales Promotion, Personal Selling.  
(Part Three – Chapters Ten, Eleven, and Thirteen)
- 03/03: Publicity and Public Relations (Part Three – Chapter Twelve)
- 03/05: Visual Merchandising: Chapter Twelve: Fixtures

Week 10: **Spring Break No Classes**

Week 11:

- 03/15: Special Events (Part Three – Chapter Fourteen)
- 03/17: Fashion Shows (Part Three – Chapter Fifteen)
- 03/19: Visual Merchandising: Chapter Thirteen: Visual Merchandising and Dressing  
Fixtures  
Visual Merchandising: Chapter Fourteen: Modular Fixtures and Systems  
Visual Merchandising: Chapter Fifteen: Furniture as Props

Week 12:

- 03/22: Fashion Shows (Part Three – Chapter Fifteen) **Withdrawal deadline: March 23.**
- 03/24: **Group Presentation Fair #3**
- 03/26: **Group Presentation Fair #3**

Week 13:

- 03/29: Fashion Shows (Part Three – Chapter Fifteen)
- 03/31: **Midterm Exam**  
**Graduate Class Meeting #3 (TBA)**
- 04/02: Visual Merchandising: Chapter Sixteen: Attention-Getting devices  
Visual Merchandising: Chapter Seventeen: Familiar Symbols

Week 14:

- 04/05: **Fashion Show Analysis Due**  
Visual Merchandising: Chapter Eighteen: Masking and Proscenia  
Visual Merchandising: Chapter Nineteen: Sale Ideas
- 04/07: Visual Merchandising: Chapter Twenty: Fashion Accessories  
Visual Merchandising: Chapter Twenty-One: Home Fashions, Hard Goods and  
Food
- 04/09: Visual Merchandising: Chapter Twenty-Two: Graphics and Signage  
Visual Merchandising: Chapter Twenty-Three: Visual Merchandising Planning  
Visual Merchandising: Chapter Twenty-Four: Setting up a Display Shop

Week 15:

- 04/12: **Visual Merchandising Analysis Due**  
Overview of Part Six: Related Areas of Visual Merchandising and Display
- 04/14: Visual Merchandising: Chapter Twenty-Five: Store Planning and Design
- 04/16: Visual Merchandising: Chapter Twenty-Six: Visual Merchandising and Changing  
Face of Retail

Week 16:

- 04/19: **Downtown Athens Crawl Due**  
Measuring Promotional Effectiveness (Part Four – Chapter Seventeen)  
Social Impact and Ethical Concerns (Part Four – Chapter Eighteen)
- 04/21: Group Presentation Fair #4
- 04/23: Group Presentation Fair #4

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Week 17:

04/26: **Group Presentation Fair #4**

04/28: **Discussion of Visual Merchandising Projects**

04/29: **Discussion of Visual Merchandising Projects**

Wednesday May 5:

**FINAL EXAM. 8 a.m.**

**GRADUATE CLASS #4 MEETING**

**Parts 2 and 3 of Applied Project.**

**Research Paper and Presentation due.**

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TXMI 6240  
Dr. Jose Blanco F.

SPRING 2010

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Major: \_\_\_\_\_

Current Career Plans: \_\_\_\_\_

\_\_\_\_\_

Experience in Fashion Promotion/Visual Merchandising; \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I am interested in learning about: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

***I have read the syllabus for TXMI6240 – SUMMER 2009. I have read this syllabus and understand all the information included. If I remain a student in this course I am responsible for understanding and following the guidelines specified in the syllabus and supplemental materials.***

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**