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BMKT 109.01: Visual Merchandising & Display

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The University of Montana – Missoula

College of Technology

Course Syllabus

Course Number and Title: BMKT 109-S16-Larson- Visual Merchandising & Display

Date Revised: Spring Semester 2016

Semester Credits: 3

Contact Hours per Semester: 45 Hours

Prerequisites: None

Faculty: Kim Larson

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Course Description: Introduction to various techniques used by retailers in the merchandising and displaying of goods. Analysis of different approaches and methods for effectiveness in actual retail settings. Includes display principles of balance, color and focal point statements.

Course Objective: This course will provide students with the knowledge and skills required to display merchandise effectively. Focus is on selling power of goods.

Students Will :

1. Demonstrate effective display building skills.
2. Communicate display themes and selling messages.
3. Create effective planning strategies to maximize consumer interest and sales.
4. Construct a display in an area retail setting allowing for evaluation and critique.
5. Illustrate original design concepts that utilize design elements.

Course Outline:

- I. Introduction to Display
- II. Basic Display Arrangements
- III. Applied Design
 - a. Positive and Negative Space
 - b. Light
 - c. Design Elements
- IV. Color
 - a. Theory
 - b. Psychology
- V. Layout

- VI. Themes and Settings
- VII. Signage and Graphics
- VIII. Lighting
- IX. Advance Techniques
- X. Display Installation

Grading:

Students' final grade will be based upon cumulative quiz/test scores, case studies, special projects and assigned work. Unless special circumstances exist, students will receive no credit for assigned work turned in after the due date. A student may not pass this course if the final exam is not taken on the assigned date. Please refer to your schedule book for final schedules. Quizzes may be given announced or unannounced. Students who are absent from class when a quiz is announced will not be excused from the quiz when it is administered. It remains the students responsibility to obtain information missed if absent.

Make-up quizzes:

Make up quizzes will ONLY be allowed if the student meets the following criteria:

1. The student has a legitimate reason for missing the class when the quiz is administered.
2. The student contacts me PRIOR to the quiz being administered. This may be done by direct face-to-face contact, via telephone/voice mail. You may NOT use another student to communicate your absence.
3. The make-up test must be taken prior to the next class unless extended illness or legitimate reason is indicated.

Grading Scale:

90-100%	A
80-89%	B
70-79%	C
69-64%	D
<63%	F

Missed Notes/Assignments:

It remains the students' responsibility to obtain lecture notes and assignments that are missed. Students who miss group activities that are graded may not receive credit. Many of these activities are based upon group interaction, and make-up is not practical. Missed notes must be obtained through an in class student as I cannot provide students with missed notes or overhead transparencies. Missed handouts may be obtained from me.

Outside Class Work:

Assignments, case studies and special projects will be assigned throughout the semester. These assignments are the sole responsibility of the student and will not be accepted late. Assignments are due at the beginning of next class time unless otherwise stated. All assignments are expected to be typed, and include the student's name, mailbox, and course section number. Outside work makes up a large portion of your grade and should not be ignored.

Incomplete Grades:

An "I" incomplete grade will not be given for not doing well in the course, or dropping after scheduled deadline.

Cell phones / Pagers:

As a general rule, cell phones and pagers are inappropriate during class times. However, to some students, unique circumstances require their use. (I.e. emergencies, health, absolute business necessity) If you absolutely require their use, you must follow the following criteria.

1. If they are not required, please turn them off.
2. If possible, use the vibrating mode or turn the ring volume to its lowest setting.
3. If receiving a call, leave the room quietly. Do not conduct your conversation in class.
(You are responsible for notes missed)
4. Due to testing standards, you may not leave the room during a quiz, test or exam. Cell phones ***MUST*** be turned off.

Please be courteous of your classmates. Should this policy create routine distractions, this policy will be changed to ban their use during class. A positive learning environment will be maintained.

Field/Lab Assignments (If applicable):

In order to facilitate experiential learning, some assignments may require visiting area businesses, conducting observations, or interviewing business leaders. These activities can be an advantage to the businesses as well as and economic hardship should customer traffic or purchasing be affected. Additionally, our reputation, and your education can be adversely affected. Because of these factors, the following guidelines should be followed.

1. Do not visit locations in groups of more than 3. Larger groups create traffic barriers that impact customer purchasing.
2. Keep noise and distractions to a minimum.
3. Dress appropriately – you represent the best our college offers.
4. Do not create additional work for business personnel. If you remove an item from inventory, Please return it to the appropriate location.
6. Be courteous and thank the business for their time and efforts.
7. Never use inappropriate language.

*It is a privilege for us to learn from these businesses and not take them for granted.

Questions or Concerns:

I encourage you to contact me with any concerns or questions. It is possible that another source may not have accurate or complete information pertaining to a question you may have. You may call me or e-mail me with your questions. I will answer these as soon as possible. You may also make an appointment with me should this be required. I will do everything possible to make this course a positive learning experience.

Academic Integrity:

All Students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The code is available for review online at

<http://www.umt.edu/SA/VPSA/index.cfm/page/1321>.

Disability Accommodation:

Eligible students with disabilities will receive appropriate accommodations in this course when requested during the beginning of the course. Please speak with me after class or in my office. You may be required to provide accommodation requirements from your DSS coordinator. Please do not wait to identify accommodation requirements.