Southeast Missouri State University
Course Syllabus

Department of  Human Environmental Studies       Course No:  
Title of Course  Fashion Merchandising Practicum       Revised:  
                             New:  
                             Fall 2014

I. Catalogue Description and Credit Hours of Course:
Directed experiential learning in planning, buying, and operation of retail merchandising in 
campus/community retail setting. (3)

II. Prerequisite(s):
60 hours with 15 hours in Fashion Merchandising courses and advisor approval.

III. Objectives of the Course:
A. Understand the significant elements of risk, control, and reward associated with self-
   employment through business ownership.
B. Select and price appropriate quantities of merchandise for the retail setting.
C. Apply effective customer service skills to increase sales in the retail setting.
D. Develop and implement an effective visual merchandising display for the retail setting.
E. Plan and execute a successful advertising and promotional campaign for the retail setting.
F. Manage the operations of the retail setting.
G. Work effectively in a multi-function team setting.

IV. Student Learning Outcomes:
A. Formulate coverage by a sales team for the retail setting.
B. Develop buying plans and sell-thrus for the retail setting.
C. Generate seasonal plans for the retail setting.

V. Expectations of Students:
A. Students will be expected to complete 128 hours of on-site contact time. Students will 
demonstrate appropriate professional manner observing all policies of the program.
Students will complete all assignments and required tasks.
B. During the first week of the semester or prior to the first week, students will attend an 8 
hour orientation session at the site. Students will attend and participate in weekly 
meetings to analyze operations.
C. Each student will be required to have three face-to-face conferences with the instructor 
during the semester.

VI. Course Content or Outline:
A. Orientation  8 hours
   1. The management team structure
   2. Building the organizational culture
   3. Organizational structure
   4. Human Resources
5. Requirements for the practicum
6. OSHA Health and Safety practices

B. Weekly Meetings
   1. Discussion of processes
   2. Discussion of product selection
   3. Discussion of sales and marketing

C. Face to face conferences
   1. Self-evaluation at entry and exit
   2. Midterm and final evaluation discussion

D. On site participation
   102 hours

   TOTAL 128 hours

VII. Textbook:

VIII. Basis for Student Evaluation:
Self-evaluation at entry/exit 25%
Faculty midterm evaluation/final evaluation 50%
Peer discussions, reviews and activities 25%

Grading Scale
100%-90% A
89%-80% B
79%-70% C
69%-60% D
59%-below F

The weights of evaluation criteria may vary at the discretion of the course instructor

IX. Academic Policy Statement:
Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to: http://www6.semo.edu/judaffairs/code.html

X. Student with Disabilities Statement
If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to: http://222.semo.edu/ds
XI. Academic Integrity Statement
Questions, comments, or requests regarding this course or program should be taken to the instructor. Unanswered questions or unresolved issues involving this class may be taken to Chairperson, Department of Human Environmental Studies.