

PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS

VISUAL MERCHANDISING & STORE PLANNING  
RCS 2314

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Revised: Fall 2013**

NOTE: This course is designed for transfer credit. (as a UTK RCS elective)

**Catalog Course Description:**

Analysis of store planning, layouts, and visual merchandising using design elements and strategies for retail promotion. Introduction to principles of space planning, architectural elements, lighting, color, and finishes relative to visual merchandising and business strategies.

**Entry Level Standards:**

The student is expected to be able to read and write at the college level and to utilize basic research techniques.

**Prerequisites:**

RCS 2210, RCS 2212, RCS 2214

**Textbook(s) and Other Course Materials:**

*Store Planning and Design: History, Theory, & Process*, by Lawrence J. Israel, John Wiley and Sons Publishing, New York, 1994.

Instructor-Assigned readings of case studies, existing design conditions, and journal articles.

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Topic</b>
1	Introduction Overview of Store Planning
2	Definitions of Store Planning and Design Terms
3	History: Decades of Store Design
4	Modern: Current Store Design
5	Theory and Elements of Store Planning and Design
6	Strategy and Programming
7	<b>Assignment of Project #1</b> The Plan

8	The Plan <b>Project #1 Due</b>
9	Architecture
10	Design
11	Colors and Materials <b>Assignment of Project #2</b>
12	Fixturization Lighting
13	Graphics and Visual Merchandising <b>Project #2 Due</b>
14	<b>Assignment of Final Project #3</b>
15	Final Project Review Final Project Due

The above schedule is subject to change. Verbal changes to the schedule will be given in class, and you are responsible for attending each class or for receiving important information from a classmate. You may be notified of schedule changes by e-mail, so check it regularly.

## **II. Course Goals\*:**

### **The course will**

- A. Provide students an understanding of store planning and merchandising techniques. (I, IV, V)
- B. Guide students in a comprehensive understanding of the use of materials and space to create a functional and inspiring store design. (I, IV, V)
- C. Reinforce the use of appropriate terminology related to design procedures. (I, II, III, IV, V)
- D. Emphasize the importance of store planning and visual merchandising. (I, IV)
- E. Enhance the student's working knowledge of the visual merchandising process and specific strategies. (I, IV)
- F. Provide the student opportunities to examine successes and failures of store planning and visual merchandising. (I, IV, V)

\*Roman numerals after course objectives reference goals of the Retail and Consumer Science program.

## **III. Expected Student Learning Outcomes\*:**

Students will be able to:

1. Analyze and embrace the significance of store planning and visual merchandising. (A, B, C, D, E, F)
2. Demonstrate a basic knowledge of planning and merchandising techniques for generating customer awareness and increasing sales. (A, B, D, E, F)

3. Demonstrate an understanding of the elements and principles of design to retail design. (A, B, C, D, E, F)
4. Investigate and access the business implications of retail design. (A, B, D, E, F)

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### A. Testing Procedures:

###### **A. Testing Procedures:** 95% of grade

###### Projects: 70% of grade

Students will be responsible for three design projects related to the store planning and visual merchandising topics. The first two projects will account for 50% of the final grade (25% each). The final project shall serve as a “final exam” and will account for 20% of the semester grade. Tentative dates for the projects are provided on the schedule.

###### Quizzes: 25% of grade

In-class quizzes will be given and will cover various aspects of the lectures to date. These quizzes will require the student to be present in class and cannot be made up without an excused absence.

##### B. Laboratory Expectations:

N/A

##### C. Field Work:

N/A

##### D. Other Evaluation Methods:

###### Class Participation: 5% of grade

This portion of the course grade is based on the student’s overall involvement while in the classroom and will include participation in class discussions and activities, completing assignments on time and in a professional manner, working diligently in class, exhibiting a respectful, professional attitude to fellow classmates and the instructor, and a general contribution to the overall development of a positive, supportive learning environment.

##### E. Grading Scale:

###### Grading Scale:

A = 90-100

B+ = 87-89

B = 80-86

C+ = 77-79

C = 70-76

D = 60-69

F = Below 60

#### **V. Policies:**

##### A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

#### B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

#### C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.