

**Fond du Lac Tribal and Community College
COURSE OUTLINE FORM**

01/21/16

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

1. Prepared by: _____

2. Date submitted: _____

3. Date approved: _____ Date revised 09/28/17

4. Department/discipline: Business

5. Department(s) endorsement(s): _____

(Signatures of the person(s) providing the endorsement are required.)

6. Course Title: Visual Merchandising

Abbreviated course title (25 characters or less): _____

7. Course Designator: MKTG 8. Course Level: 2015

9. Number of Credits: Lecture 3 Lab _____

10. Control Number (on site) 40 Control Number (online) _____

11. Catalog/Course description:

This course emphasizes merchandise presentation as a seller's tool for getting customers and clients' interests with branded products and services in conventional retail settings as well as non-traditional venues like grocery stores, special events, and trade shows. Students analyze branding and visual image in existing stores and online and devise ways to physically present products/services to targeted markets.

12. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

13. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

Decided by instructor in collaboration with Program Coordinator.

14. **Course Content** (Provide an outline of major topics covered in course)

- Analyze function of visual creativity relative to retail brand identity and other business activities
- Discuss ambiance and other atmospheric elements
- Design strategies design elements and principles to support selling efforts
- Discuss a variety of store selling fixtures conventional and custom
- Use of mannequins and mannequin alternatives
- Merchandising selling floors, walls, and fixtures using a planogram format
- Planograms for a variety of selling floor situations

- Presenting and accessorizing featured merchandise to create multiple sales
- Signing
- Store windows and editorial displays
- Visual aspects of a storefront or business
- Visual strategies for apparel, home furnishings, and other areas of application
- Visual merchandising strategies for non-traditional venues grocery stores, food service and
- Hospitality, special event sites, trade shows, etc.

15. Learning Goals, Outcomes, and Assessment

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one's own traditions and culture, knowledge of others' traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

Course Learning Outcomes will fulfill the identified competencies.

Course Learning Outcomes.

Upon completion of this course, the student will be able to:

- Describe the function of visual creativity relative to retail branding and other business activities. (A, B, C, D).
- Design visual branding strategies for apparel, home furnishings, and other areas of application. (A, B, C).
- Recommend featured merchandise and appropriate accessories to create multiple sales (B).
- Communicate sales-support and wayfinding information with signing. (B)
- Analyze the effectiveness of visual aspects of a storefront or business. (C)
- Assess the effectiveness of ambiance and other atmospheric elements in a store (C).
- Design store window and editorial displays. (B, C)

16. **Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See www.mntransfer.org

Goal Area(s): _____

Does this course require additional material for specific program requirements?

If yes, please provide.

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