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): ____________________________


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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