

**UNIVERSITY OF RHODE ISLAND**  
**TMD 232 – FASHION RETAILING**  
**Summer 2022**

**Online**

**Michelle Leys, Instructor**

Office Hours: available by email M-F 9am-4pm  
Phone: 401.486.0167  
Email: michellemleys@yahoo.com

**COURSE OVERVIEW:**

This course involves a comprehensive study of fashion retailing as an operating system. Both the inputs and the outputs of the fashion retail system, as well as the strategies and organizational structure which support that system are examined in a highly pragmatic fashion.

**OBJECTIVES:**

1. To recognize an appreciation for the institutional structure of fashion retailing, its past and future patterns.
2. To recognize the fundamental concepts and practices basic to the formulation of any successful retail strategy.
3. To provide career orientation for those students seeking entry level, executive positions in the retail and fashion related industries.
4. To interpret their gained knowledge in collaborative learning and teamwork assignment

**Textbook:** Retailing Management by Levy and Weitz, McGraw-Hill (Tenth Edition), 2019 is the mandatory textbook for this course. Additional information presented that is not in your textbook will be provided using supplementary materials supplied by the instructor and guest speakers.

**Technology Requirements:** This is a 5 week online class and you will need to complete your classwork through the Brightspace platform. You will need a login and password to Brightspace in order to begin the course. You will need to use a current internet browser. You will need Power Point to complete the Major Group Presentation.

**Presentation of Material:** Online lecture and discussions based upon the textbook, readings, & assignments. You are expected to read each chapter and any course material prior to completing the class discussions.

**Major Group Project:** The purpose of this group research project is to expose the student to pragmatic aspects of the fashion retailing/merchandising industry beyond the confines of this University. It is to be noted that the grading process will reflect this concept. Specifically, the instructor will be looking for:

1. To collect and assess knowledge gained beyond the confines of this class and through information gathering such as using library resources, the internet as well as utilizing observation methods.
2. Collaborate with peers to review retail info and be able to compare and contrast. Apply knowledge to present in a group project. A complete guideline for this assignment is TBA.

**Assignments:** Reading assignments are scheduled on the course syllabus. You are responsible for reading assigned chapters and viewing any additional material prior to contributing to the individual discussions.

**Discussions:** Each week you will be required to contribute to a Discussion topic which will be related to the weekly topic. You will be responsible for reading all discussion posts from additional students and contributing feedback. It is my expectation that you will be professional on all posts within the course site. This means using responsible language and offering positive, constructive feedback.

**Plagiarism** involves the claiming of credit for work not done independently without giving credit for assistance received. Cheating consists of any unauthorized communication during exams, pop quizzes, or any assignments where students must work independently of each other. Using work done in other classes is also a form of cheating. A student that plagiarizes or cheats on an examination or assignment will receive a failing grade of a zero for that particular assignment or exam.

### **Academic Honesty**

With regard to academic honesty, understanding the culture of source management and contribution in academe is a process of learning and relearning, with increasing complexity over time. Our goal is to better distinguish between intentional plagiarism or cheating, and making mistakes. URI's Student Handbook, in particular Section 4.1, provides guidelines concerning academic honesty in this regard. Additional assistance is available at the Writing Center and the Academic Enhancement Center.

Students are expected to be honest in all academic work. A student's name on any written work shall be regarded as assurance that the work is the result of the student's own thoughts and study. Work should be stated in the student's own words, properly attributed to its source. Students have an obligation to know how to quote, paraphrase, summarize, or reference the work of others with integrity. The following are examples of academic dishonesty.

- o Using material from published sources (print or electronic) without appropriate citation
- o Claiming disproportionate credit for work not done independently
- o Unauthorized possession or access to exams
- o Unauthorized communication during exams
- o Unauthorized use of another's work or preparing work for another student
- o Taking an exam for another student or signing in for an absent student
- o Altering or attempting to alter grades
- o The use of notes or electronic devices to gain an unauthorized advantage during exams
- o Fabricating or falsifying facts, data or references

o Facilitating or aiding another's academic dishonesty

**The Academic Enhancement Center:** Students seeking help and other learning assistance are strongly encouraged to visit the academic enhancement center. This center is located on the 4<sup>TH</sup> floor of Roosevelt Hall. The writing center is also an excellent resource for writing papers.

**Final Grade based on total points:**

Midterm Exam	20%
Final Exam	30%
Assignments	15%
Group Research Project	20%
Discussion	15%

<b>TOTAL GRADE</b>	<b>100%</b>
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<b>Wk 1 5/23</b>	<b>Topics/Readings</b>	<b>Assignments/ Discussion Questions</b>
	Introduction to TMD 232 Forum Introduction  <b><u>World of Retailing</u></b>  Introduction to the World of Retailing- Chapter 1  Types of Retailers -Chapter 2  Multi-Channel & Omni-Channel Retailers -Chapter 3  Customer Buying Behavior-Chapter 4	Complete Assignment #1  Complete Discussion #1
<b>Wk 2 5/30</b>	<b><u>Retailing Strategy</u></b>  Retail Market Strategy – Chapter 5  Retail Locations - Chapter 7  Information Systems & Supply Chain Management – Chapter 9	Complete Assignment #2 Fashion Count  Complete Discussion #2

	Customer Relationship Mgmt.- Chapter 10  MIDTERM CHAPTER 1-10	MIDTERM THURS 6/2 9 am
<b>Wk 3</b> <b>6/6</b>	<b><u>Merchandise Management</u></b>  Managing the Merchandise Planning Process Chapter 11  Buying Merchandise, Chapter 12  Retail Communication Mix, Chapter 14	Complete Assignment #3  Complete Discussion #3
<b>Wk 4</b> <b>6/13</b>	<b><u>Human Resources &amp; Store Management</u></b>  Human Resources and Managing the Store- Chapter 15  Store Layout, Design, and Visual Merchandising- Chapter 16	Complete Assignment #4  Complete Discussion #4
<b>Wk 5</b> <b>6/20</b>	GROUP PRESENTATIONS POSTED & RESPONSES  <b>FINAL EXAM Chapter 11-16</b>	  <b>FINAL THURSDAY 6/23 9:00 am</b>