STUDY ABROAD - PARIS, LONDON, IRELAND  
MDSE 4004.001/CMHT 5000  
SUMMER 2018 8W  

Pre-travel Meetings:  May 14 - May 15 (9 am – 1:00 pm), Location TBD  
Travel:  May 14- May 29  
Post-Travel:  Online  

INSTRUCTOR:  Dr. Sanjukta Pookulangara  
OFFICE:  342B Chilton Hall  
PHONE:  940-565-2439 (office); 940-565-2436 (Department)  
E-MAIL:  Sanjukta.Pookulangara@unt.edu  
OFFICE HOURS:  By appointment only  
Please email to make an appointment.  

COURSE DESCRIPTION (3 hrs):  

Experience fashion and home furnishings industries through visits to manufacturing facilities, retail establishments, museums, historical structures, and industry support organizations in Europe, primarily in Paris and London. Pre-trip and post-trip class meetings required. MDR students may get program credit for up to two study tour classes.  

MDSE 4004 OBJECTIVES: Upon completion of this course, a student should be able to:  

- Examine the impact of the economic, social, and political environments on fashion change  
- Analyze major global trends and their impact on market conditions  
- Evaluate the competitive status of the U.S. merchandise sector within the context of the global economy  
- Identify current merchandising and retail trends  
- Appreciate fashion design as it relates to art.  
- Examine the impact of the economic, social, and political environments on fashion change.  
- Integrate qualitative evaluation in the critical analysis of costume and exhibition.  
- Visualize a specific time period and/or culture through the use of historical garments and artifacts.  
- Determine relationships between artifacts and the surrounding environments (the cultural setting, the exhibit, the props, etc.)  
- Employ segmentation strategies to determine consumer demand in the diverse, global marketplace  
- Articulate how different company cultures can impact the consumer outcome  
- To investigate trade policy in the context of sourcing merchandise  
- Gain an understanding of merchandising career roles and responsibilities  

STUDY ABROAD OBJECTIVES:  

- To learn to communicate ideas across cultures with a diversity of perspectives  
- To be provided an opportunity outside of the classroom to communicate and network
• To analyze major global trends and their impact on market conditions and emerging economies
• To develop an appreciation of other cultures and ways of life

Required Text:
Required readings will be posted on Canvas. They will be covered in pre-trip meetings.

Prerequisite: DRTL 2090, HFMD 2400 or MDSE 2490; approval of application, good standing and consent of department.

Students must present a copy of their transcripts at their interview with Dr. Pookulangara. Students must be a major in merchandising, home furnishings, or digital merchandising, have advanced standing in the major, or consent of faculty. Seniors will be given preference.

Each prospective student will also need to attend a mandatory interview with Dr. Pookulangara prior to acceptance into this class.

ATTENDANCE
Because this is a class that requires constant discourse and interaction, attendance is absolutely mandatory.

You are responsible for attending each class meeting prior to departure and after departure. Attendance is taken on a regular basis for all activities related to the study tour, and will influence your final grade. University attendance regulations are enforced. See the UNT Bulletin for policy information.

All students are required to participate in all scheduled events, tours, and meetings associated with this class in the U.S. and abroad. Businesses sometimes must change schedules or we must make alternative plans due to weather and other reasons—be prepared to be flexible. In a professional environment, attendance and punctuality are expected and are particularly important in a learning and living community, such as a study abroad program.

It is critical that you are prompt and prepared for departures so that we can arrive as scheduled for our appointments. Please understand that we cannot wait for late students. Students are expected to arrive prior to the departure time in the designated area, dressed appropriately.

Missing an activity and/or being late will seriously impact your grades in this program. It is the responsibility of each student to safeguard his or her own health and well-being in order to be engaged during all academic activities. Being engaged means that you are actively listening, asking relevant questions, and giving the speaker your complete attention. Students are expected to actively participate in all course activities, appointments, social and cultural activities, and other events planned for the group.
During industry tours it is sometimes difficult to hear. Therefore, it is important that you “keep pace” with your group and move closer to the speaker so those behind you can hear. Taking notes is essential as it provides needed information for your course assignments. Participation comprises a high percentage of your study abroad grade.

This learning environment may be the most exciting and intellectually stimulating you have yet experienced. It is important to present yourself (dress and behavior) appropriately at all times. You are representing not only yourself, but also your university, and your country.

Attendance at the pre-departure class meetings and the final orientation are required and points are attached to attendance.

ASSIGNMENT & PROJECT DUE DATES
Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in the prior to class or prior to the cut-off date on Blackboard. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

• **Canvas Submissions:** You may ONLY submit Word files (docx, doc), PDF files, PowerPoint files (ppt), and jpeg files via Blackboard. ALL other types of files will not be accepted because we cannot open them!!! If we cannot open your assignment because you sent something other than what is listed above, you will take a zero on the assignment. **I will not allow for resubmissions, emailed assignments, nor hardcopies. Be sure to check your file type before final submission onto Blackboard!**

• **Remember, there may be a time discrepancy between your home computer and the Canvas system. Therefore, it is imperative to submit ALL assignments well before the cut-off time.**

• I do not accept assignments via email, unless otherwise specified. Do not assume that if you emailed me your work, that I am accepting it.

• **All assignments and projects must follow APA formatting (refer to the APA tutorial and guidelines on Blackboard, or purchase the APA Publications Manual). I will not grade assignments/project that do not have reference pages AND in-text citations.**

• **All assignments must be typed, double-spaced and with a 12-point font.** Points will be deducted from assignments that do not follow these instructions.

QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with
ODA to verify their eligibility. If a disability is verified, ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. For study abroad courses, students requesting accommodations should notify their faculty leader as early as possible so that appropriate arrangements can be made. Note that while the ADA does not extend beyond US borders, and international accessibility requirements vary broadly from US standards, UNT study abroad programs will endeavor to provide accommodations wherever practicable. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information: UNT Office of Disability Access. You may also contact ODA by phone at 940.565.4323.

COURSE SAFETY STATEMENTS
Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY
Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.
GRADE DETERMINATION

Pre-trip meetings (2@ 10 points each; 20 points total)
Each student will be required to attend meetings prior to departure for Europe. These meetings are intended to prepare students for the cultural experiences they will have in Paris and London, provide pertinent information on traveling abroad (to and within Europe), basic survival French, deliver course content, discuss course/project expectations, discuss course readings, and any other information deemed necessary by the instructor.

Illustrated Journal (100 points) Each student will create an illustrated (photographic) journal of his/her European Study Abroad experience (e.g. welcome and farewell dinners, what you learned at appointments, London and Paris retail encounters, cultural experiences, and reflections on professional and personal development). Record your thoughts “as you go” or you may find that you cannot keep all the information as clearly delineated as you would like.

The purposes of the assignment are to:
   a. Demonstrate your understanding of the merchandising process in an international context,
   b. Give evidence of your understanding of the retail merchandising practices in a developing economy,
   c. Illustrate your perspective of the cultures and people of France, the UK, and Ireland,
   d. Develop your aesthetic thoughts inspired by this travel,
   e. Record information about developing trends, and
   f. Reflect on your study abroad experience.

Secondary purposes are to provide contact information for future networking and a tangible reminder of your Europe experience.

Costume Exhibit Assignments (4 @ 20 points each) Additional information will be provided in class.

Visual Merchandising Assignment (50 points): Students will be required to analyze visual merchandising for stores in Dublin OR London OR Paris. This assignment will include a paper.

Case Study Assignment (100 points): Guidelines will be distributed in class.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:

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<td>Monday, May 11</td>
<td>Class meeting – 9 am – 1:00 pm</td>
<td>Information regarding the trip, Assignment information, Research Activity</td>
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<td>Tuesday, May 12</td>
<td>Class meeting – 9 am – 1:00 pm</td>
<td>Pre-trip Presentations Journal Development and Criteria</td>
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<td>Thursday, May 14</td>
<td>Depart for Dublin</td>
<td>Depart from DFW Airport Remember your passports!!</td>
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<td>Friday, May 15</td>
<td>See Itinerary for details about appointments</td>
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