School of Human Sciences  
HUMAN SCIENCES 419.001: MERCHANDISING PROCEDURES (CRN 22596)  
Spring 2016

This section is FOR students with Fashion Merchandising or Interior Merchandising majors—NOT for students with an Interior Design major; Interior design students enrolled in this section must drop & see their advisor.

With the new roll out of mySFA and the email process in spring 2016, titan mail will change to ____@jacks.sfasu.edu.

Instructor: Rebecca Greer, Ph.D.  
Course Time & Location: TR 9:30-10:45 HMSS Room 107  
January 19 – May 13, 2016

Office: EDAN Room 131  
Office Hours: M 10:00-11:00 a.m.  
T 2:00-3:00 p.m.  
W 10:00-11:00 a.m.  
R 2:00-3:00 p.m.  
F 10:00-11:00 a.m.

Office Phone: 936-468-2209  
Credits: Three semester credit hours

Other Contact Information: None  
Email: Use D2L course mail

Prerequisites: Junior standing.

I. Course Description:  
Principles underlying origination, production, promotion, distribution, marketing, storage, advertising and consumption. Major topics and issues in the course include: definition and history of fashion & interior retailing, nature of fashion & interior retailing, role of change in fashion & interior retailing, categories of fashion & interior retailers, fashion & interior retailing careers & job search skills, fashion & interior retail customers, fashion & interior retail competition, fashion & interior retailer-supplier relations, fashion & interior retail legal and ethical behavior, selection of target market, fashion & interior retail site analysis and selection, fashion & interior retail financial management (merchandise budgets, accounting statements), fashion & interior merchandising buying and handling (dollar merchandise planning, unit stock planning, selection of merchandise sources, vendor negotiations), merchandising pricing, customer services, managing human resources in fashion & interior retailing, analysis of fashion and interior merchandising, and current issues in fashion & interior retailing. Pre-requisite: Junior standing. This course must be successfully completed before a permit for enrollment in HMS 420 (Internship) will be approved for Fashion Merchandising majors.

II. Intended Learning Outcomes/Goals/ Objectives (Program/Student Learning Outcomes):

Faculty, staff, alumni and students of Stephen F. Austin State University believe in doing things "The SFA Way," by expecting the best from ourselves and from each other. We hold each other accountable when we fail to maintain these standards. Five "root principles" upon which the SFA Way are grounded, and that the members of the SFA community use to strive for personal excellence in all that we do are: respect, caring, responsibility, unity, and integrity. More information about these principles can be found at http://www.sfasu.edu/universityaffairs/182.asp

The objectives of this course support the University Vision to be "a high quality, student-focused, comprehensive university whose graduates are productive citizens and successful leaders" and the University Mission to "provide students a foundation for success, a passion for learning and a commitment to responsible global citizenship." Understanding the global nature of the fashion industry is particularly important for professionals in fashion merchandising to develop commitment to responsible global citizenship.

The objectives of this course support the James I. Perkins College of Education (PCOE) Vision, Mission, Goals and Core Values to "prepare competent, successful, caring, and enthusiastic professionals dedicated to responsible service, leadership and continued professional and intellectual development." The PCOE values and goals are: 1) Academic excellence through critical, reflective, and creative thinking, 2) Lifelong learning, 3) Collaboration and shared decision-making, 4) Openness to new ideas, to cultural diverse people, and to innovation and change, 5) Integrity, responsibility, diligence, and ethical behavior, and 6) Service that enriches the community.
Student learning outcomes for fashion merchandising courses are aligned with International Textiles and Apparel Association (ITAA) Four-Year Baccalaureate Program Meta-Goals—Industry Processes*; Appearance and Human Behavior; Aesthetics and the Design Process; Global Interdependence; Ethics*, Social Responsibility, and Sustainability*; Critical, Creative, and Quantitative Thinking*; and Professional Development*. *Asterisks indicate the goals addressed specifically by this course.

This course supports Fashion Merchandising Program Learning Outcomes (PLOs) listed below:

- The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity and service) relative to the field of Human Sciences.*
- The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.*
- The student will demonstrate competence in his/her specific discipline (using oral and written forms.).*
- The student will be knowledgeable of the trends in fashion merchandising.
- The student will know the global issues facing fashion merchandising.
- Asterisks indicate the PLOs addressed specifically by this course.

Student Learning Outcomes for HMS 419—Upon completion of the course, the student will have had the opportunity to:

- Understand the channels of distribution for fashion goods—apparel and accessories for men, women & children and home interiors products
- Understand the retail merchandising environment
- Know retail formats and future potential
- Strengthen understanding of business and merchandising operations
- Understand various retail locations and importance of location
- Strengthen understanding of the role of the consumer in merchandising fashion and interiors products
- Understand merchandise planning and purchase methods for fashion and interiors products
- Develop skills in calculations used for merchandising planning
- Develop skills in conducting a job search related to fashion or interior merchandising
- Develop skills in analyzing merchandising and identifying opportunities to increase sales through improved merchandising methods
- Be familiar with current issues in fashion and interior merchandising

III. Course Assignments, Activities, Instructional Strategies, use of Technology:
Methods of instruction will include lecture, discussion, and demonstration/simulation exercises. The course syllabus, course calendar, assignments, mail and grades will be available on D2L course page. Students are expected to log in daily to check news items, mail and calendar regularly. In-class activities will require hands-on application of course concepts by students.

IV. Evaluation and Assessments (Grading):
The course grade will be based on the percent of possible points earned for the following:

- Exam #1 having 50-100 questions covering course content and readings from Weeks 1-4; 100 possible points
- Exam #2 having 50-100 questions covering course content and readings from Weeks 5-8; 100 possible points
- Exam #3 having 50-100 questions covering course content and readings from Weeks 9-12; 100 possible points
- Job search packet; 100 points
- Digital portfolio; 100 possible points
- Excellence in Brand Merchandising Project; 100 possible points
- Daily Grades, 10-20 points each for a 100 possible points (to be announced as course progresses)
- Comprehensive final exam having 67-100 questions with half of questions related to materials on unit exams and the remaining half covering course content and readings Weeks 13-15; 100 points possible

Regular, prompt class attendance and engagement during class will contribute to student learning which is then reflected in the evaluation and assessment of student learning.

Total possible – 800 points; no grades/points are dropped.

Students must supply NCS PEARSON-ANSWER SHEET Form No. 30423 and number two lead pencils for each exam.

Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment. Remember--“if you hit a home run, you can walk the bases." Students are advised to do their best work rather than scraping by with minimal effort.
Students are advised to plan ahead for the comprehensive final exam. Study materials should be saved from each unit exam. It may be helpful to highlight or underline the concepts one recalls being on each exam shortly after taking the exam. Reviewing exams is also recommended. An exam may be reviewed in the instructor's office ONLY during office hours from the time the exam grades are posted until the next scheduled exam.

Grading scale:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Points</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>716-800</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>636-715</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>556-635</td>
<td>C</td>
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<tr>
<td>60-69%</td>
<td>396-555</td>
<td>D</td>
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<tr>
<td>59% &amp; below</td>
<td>395 points or below</td>
<td>F</td>
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Grading Rubric for Job Search Packet – 100 points

I. **Format** (10 pts.)
   - Black pocket folder, Front labeled with student name only

II. **Cover Letter** (20 pts.)
   - Resume Paper, Letter Form, Addressed to Specific Person with Correct Job & Personal Title, Clearly Written, Sells the writer, Keeps Writer in Control of Follow-up, Free of Grammar/Spelling/Typo Errors

III. **Personal Resume** (20 pts.)
   - One page only, One-inch margins, Resume paper, Dark clear type, Easy-to-read, Reverse chronological order, Precise job objective (may be in cover letter), Education experiences, Work experiences, Free of grammar/spelling/typographical errors, Eye-appealing format

IV. **List of Prospective Employers** (10 pts.)
   - At least ten appropriate contacts, Contact information included

V. **Report on a Prospective Employer** (20 pts.)
   - Content—Ownership, No. of units, Financial condition, Competitors, History, Key people, Unique policies, Employee dress, Recent innovations/goals, Salary ranges, Day-to-day problems, Public image
   - Format—Sentence/paragraph form, Clearly written, Introduction & conclusion, Free of errors, Neatly prepared, Several sources, APA-style citations & reference list

VI. **List of Questions** (20 pts.)
   - Appropriate questions to ask in an interview, Based on research about company

Grading Rubric for Electronic Personal Portfolio – 100 points

I. **PERSONAL PORTFOLIO** (75 points)
   a. **Format** (10 pts.)
      - Eye appealing, neat, business-like & professional, if electronic format, link can be accessed by instructor
   b. **Content** (50 pts.)
      - Communicates visually, Name & photographic image, Position desired/goals, Convinces viewer why to hire, strengths & how experiences/activities developed each, Personal philosophy or outlook on work and/or statement of ethical base, Contact information, Date available
   c. **Creativity** (40 pts.)
      - Colors/images/sound—format capabilities exploited (paper, electronic), More than a resume, Convincing—makes viewer want to hire

II. **LINKEDIN.COM PROFILE/CONNECTION** (25 points)
   a. **Profile** (15 points)
      - Includes name, photo, headline, city/state, work experience, & education
   b. **Connection** (10 points)
      - Requested

   Tentative Grading Rubric for Excellence in Brand Merchandising Project –100 points
   (to be updated when FGI provides updated competition guidelines)

I. **Written Report** (50 Points)
   a. Submitted in digital format as a .pdf file (Word/Excel/Adobe Photoshop, etc.)
   b. Saved as LASTNAMEFIRSTNAMEHMS419MERCHPROJ
   c. Written from perspective of a merchandiser for Billy Reid and could be used for a presentation to company executives, merchandising experts and/or industry professionals (should be in third person having professional business-like tone)
   d. Research demonstrates familiarity with the brand, its history, and brand message
   e. Opportunities for improving brand awareness identified
f. Details of recommendations for implementation described

g. Recommendations designed to take place in an in-store environment

h. Recommendations relate to student’s home market (home market named/described)
i. Recommendations related to:
   i. Visual Presentation of Merchandise
   ii. Training/Support for Store Personnel
   iii. Inventory Assessments
   iv. Competitive Research

j. Branch Visit Recaps or Recap of Online Branch Information

II. Visual Presentation Layout (50 Points)

a. Submitted in digital format as a .pdf file (Power Point poster)
b. Saved as LASTNAMEFIRSTNAMEHMS419MERCHBOARD
c. Uses images/brief text to communicate research findings & observations and recommendations described in written report (images may be imported images, photographs, or scans; sketches of floor set or display, etc.)
d. Presentation layout utilizes aesthetic elements & principles

e. Communicates clearly; self-explanatory

f. Presentation is professional and businesslike

If judged worthy of entry in FGI Competition by instructor, student will be encouraged to register for the FGI Scholarship Competition event (tentative date is April 15 at Dallas Market Center), complete entry forms and submit competition entry--more information will be available eventually at http://www.dallas.fgi.org

Students with 2.5 or higher GPA may be able to apply for College of Education student travel funds (more details to follow).

V. Tentative Course Outline/Calendar (with Reading Assignments to be read by date listed):

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<thead>
<tr>
<th>WEEK</th>
<th>TOPICS</th>
<th>READING ASSIGNMENTS</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Overview &amp; FGI Competition</td>
<td>Retailing Ch. 1, 2</td>
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<td></td>
<td>Retail Principles &amp; History</td>
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<td>2</td>
<td>Retail Planning; Excellence in Brand Merchandising Project Assigned</td>
<td>Retailing Ch. 3</td>
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<td>Customer Behavior/Syllabus Quiz (20 pt. daily grade)</td>
<td>Retailing Ch. 4</td>
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<td>3</td>
<td>Retail Structures: Brick &amp; Mortar</td>
<td>Retailing Ch. 5</td>
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<td>Retail Structures: Direct marketing &amp; Electronic</td>
<td>Retailing Ch. 6-7</td>
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<td>4</td>
<td>Global Retailing; Retail Ethical Concerns; Review</td>
<td>Retailing Ch. 8</td>
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<td></td>
<td>EXAM #1 covering Retailing Ch. 1-8</td>
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<td>5</td>
<td>Merchandising Careers</td>
<td>Retailing Appendix &amp; Careers Ch. 1-2</td>
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<td>Conducting a Job Search; Job Search Packet Assigned/EXCELLENCE IN MERCHANDISING PROJECT DUE</td>
<td>Careers Ch. 4</td>
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<td>6</td>
<td>Job Search Tools—Resumes &amp; Cover Letters</td>
<td>Careers Ch. 5</td>
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<td>Job Search Tools—Interviewing</td>
<td>Careers Ch. 6</td>
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<td>7</td>
<td>Work Experiences &amp; Internships</td>
<td>Careers Ch. 7</td>
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<td>Personal Portfolios; Electronic Portfolio Assigned JOB SEARCH PACKET DUE</td>
<td>Careers Ch. 3</td>
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<td>8</td>
<td>Human Resource Management</td>
<td>Retailing Ch. 12</td>
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<td>EXAM #2 covering Careers Ch. 1-7 &amp; Retailing Appendix &amp; Ch. 12</td>
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<td>9</td>
<td>Retail Site Selection</td>
<td>Retailing Ch. 9</td>
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----- SPRING BREAK
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<th>VI. Readings</th>
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<td>VI. Readings</td>
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<td></td>
<td>Required:</td>
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<td>For Reference:</td>
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<td>LiveText Statement:</td>
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<td>This course uses the LiveText data management system to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.</td>
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<td>If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail <strong><a href="mailto:SFALiveText@sfasu.edu">SFALiveText@sfasu.edu</a></strong>. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail <strong><a href="mailto:livetext@sfasu.edu">livetext@sfasu.edu</a></strong>. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.</td>
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<td>Additional Note: Successful completion of some courses and the student’s degree program are dependent on submission of all required LiveText assignments. In this course, HMS 419, there are no assignments which require LiveText submission.</td>
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<td>VII. Course Evaluations:</td>
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<td>Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing</td>
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the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

Additional note: Students will receive an email with information on the time frame during which evaluations will be available for completion. Students who complete the course evaluation process will receive four extra credit points on the final examination. Students who fail to complete the course evaluations on-line during the announced time forfeit the opportunity to provide an evaluation.

VIII. Student Ethics and Other Policy Information: Found at https://www.sfa.edu/policies:

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Additional note: HMS 419 is a web-enhanced face-to-face course. Regular, punctual attendance is required on regularly scheduled class days and is important for success in the course. Students are expected to attend for the full class period and are required to be responsible for any information or materials given in class. Supplemental materials or handouts may only be distributed one time in class—students who are not in attendance cannot receive these at a later time. The course syllabus course calendar, assignments, mail and grades will be posted on the Desire to Learn (D2L) course web page. Web-directed activities or assignments may substitute for class attendance only on days specified on course calendar, in course mail, or announced in class. Students are expected to check the D2L course page and course calendar provided in the course syllabus prior to each class and to be prepared for each class meeting by reading the assigned materials.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students. Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.
Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Additional Note: HMS 419 is a senior-level course—as stated above, academic integrity at this level includes always giving original source(s) of any information in assignment submissions that is not widely and generally known or your own thoughts & words by citing and referencing in APA style. APA style citations and referencing have been introduced and utilized in previous coursework and should be second-nature at this point. The APA Manual should be used as a reference for citation and reference list format.

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Student Code of Conduct: Policy 10.4
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, lab, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

Additional Note: Professional conduct, including common courtesy towards the instructor and fellow students, is expected of all students at all times. Remember, students are establishing the reputation in this class on which any future reference requested from the instructor will be based.

IX. Other Relevant Course Information:
University Policies and Information—This class will adhere to all applicable university policies. Students should read and be familiar with policies on the SFASU webpage.

Assignments—Assignments must be submitted as instructed either in class or in D2L Dropbox. To receive credit, any work must have student name prominently displayed on the first page and, if placed in a folder or notebook, on the outside as well. Any work submitted to the instructor for grading must be neat and professional (any in-class work must be neatly and legibly hand-written); Late work will be penalized 10 percent of point value per class day. ABSOLUTELY NO STUDENT WORK WILL BE ACCEPTED AFTER LAST SCHEDULED CLASS MEETING, meaning no student work will be accepted for credit during final exam week or thereafter.

Exams—Students must bring an NCS PEARSON ANSWER SHEET--Form No. 30423 and number two lead pencil(s) for each exam. Students are expected to be on-time to begin each exam. Those arriving late will not be granted additional exam-taking time. Those arriving after any other students have completed the exam and left the room will not be allowed to take the exam. To begin the exam and during the exam period, the student work area must be cleared of all materials except the computer answer sheet and pencil. All books and papers must be closed and stowed out of sight beneath the seat so other students can easily exit when leaving the exam. Cell phones must be turned off and stored out of sight during exams. No caps with bills are allowed to be worn during exams. No electronic listening devices of any kind may be used during exams. If a student leaves the exam room, his/her exam must be turned in at that time—students may not leave and then return to continue on the exam. Students must read and follow directions in filling in the computer answer sheet correctly. Failure to fill out the form correctly may result in a penalty of up to 5 points. If mathematical calculations are required to answer exam questions, students must bring a calculator.

Missing an Exam—According to university policy, serious personal illness or death in one’s immediate family are acceptable reasons for an exam to be missed. A grade of zero will be recorded for students missing an exam for unacceptable reasons. When an acceptable reason arises, to receive a grade, the student must notify the instructor.
PRIOR TO THE EXAM and provide written documentation/proof for the reason upon returning to class. If these two requirements are met, the grade earned on the comprehensive final examination will be counted twice to replace the missed exam grade. This procedure applies to missing one exam only. All students must take the final exam at the official university-scheduled final examination time. Any requests for other times for the final exam must be for a legitimate reason and must be submitted in writing at least two weeks in advance to allow approval through appropriate university channels. NO MAKE-UP UNIT EXAMS ARE OFFERED. Any extenuating circumstances must be discussed individually with the instructor during office hours or by appointment.

Facilities--According to the Department of Human Sciences Building Policy, eating and drinking of beverages, and the use of tobacco products are prohibited in all classroom and instructional laboratories unless these are part of the instructional process. This policy will be enforced.

Cell Phones--Cell phone use is not allowed during class or examinations. Cell phone must be turned off and stored out of sight when class begins and remain off and out of sight until class is dismissed at each class meeting unless instructor directs otherwise.

Laptops Computers & Tablets—Laptop computers & tablets may be used in class for class purposes ONLY, except during exams (see exam policy above), unless banned by the instructor. Instructor has the right to ban computers for the remainder of the semester in the class if any students are observed during any class meeting time to be using devices for inappropriate purposes unrelated to class.

Dress--Modest, comfortable dress is expected of all students for regular classes. For class presentations, professional dress is required of students. In general, professional dress includes: a jacket or jacket substitute such as a vest or cardigan, modest full-length pant or knee-to-calf length skirt, modest shirt with sleeves, and closed-toe shoes. Hair of shoulder-length or longer should be pulled up or back. Common professional dress errors to avoid are denim clothing, tennis shoes, flip-flops, sleeveless clothing, underwear that shows, tight-form-fitting clothing, bare midriffs, and low-cut tops which reveal male chest or female cleavage, low-rise pants which reveal naval, abdomen or upper hips.

Honors Contracts—Any requests for honors contract must be presented to the instructor, discussed, approved and submitted to the Honors office before the end of the third week of classes.