FAU
FLORIDA ATLANTIC UNIVERSITY

COURSE CHANGE REQUEST
Undergraduate Programs

Department Marketing

College Business

UUPC Approval 1/26/26
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

***Current* Course Prefix and Number**	MAR 4232	***Current* Course Title**	Merchandising Management

Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.

Change title to:

Change prefix
From: **To:**

Change course number
From: **To:**

Change credits*
From: **To:**

Change grading
From: **To:**

Change WAC/Gordon Rule status**
Add ☐ **Remove** ☐

Change General Education Requirements***
Add ☐ **Remove** ☐

*See Definition of a Credit Hour.
**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.
***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:

Change prerequisites/minimum grades to:
keep Principles of Marketing (MAR 3023)
(remove Marketing Research-MAR 4613)

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes:	Summer 2026	**Terminate course? Effective Term/Year for Termination:**	

Faculty Contact/Email/Phone Eileen Acello/eacello@fau.edu

Approved by	***Date***
Department Chair	1/7/2026
College Curriculum Chair	1/20/2026
College Dean	1-22-2026
UUPC Chair	1/26/26
Undergraduate Studies Dean	1/26/26
UFS President	
Provost	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

FLORIDA ATLANTIC UNIVERSITY

MAR 4232-001 15157

Merchandising Management

Date: Tuesday 2:00 PM - 4:50 PM
Building: Phil Smith Hall Boca **Room:** 409
3 Credit(s)
Spring 2026 - 1 Full Term

Instructor Information

Eileen Acello
Email: eacello@fau.edu
Office: Fleming 318
Office Hours: Tuesdays 12:30-1:30 pm
Phone:

Course Description

Merchandising Management
PREREQUISITE: MAR 3023
An intensive study of the planning, coordinating and buying of assortments of merchandise and the handling, pricing, selling, and controlling of inventories by retailers.

This course will immerse you into the world of retailing through branded experiences and innovative technology. The Brick and mortar retail environment is rapidly changing to meet the needs of fickle customers. Retailers are competing with pure play e-commerce sites, omnichannel retailers and brick and mortar retailers for consumer spending in hopes of gaining long term customer loyalty.

Shoppers are looking for quick, convenient and efficient shopping experiences. Through guest speakers, retail immersion and lectures you will learn about the intricacies of merchandising. A final team project will allow you to apply your knowledge with a real world challenge.

Prerequisites/Corequisites

Prerequisite(s):

- MAR 3023 Graduate / Undergraduate (Minimum Grade of C)
-

N/A

Required Texts/Materials



Swipe Scan Shop- interactive visual merchandising
ISBN: 978-1-350-09287-7
Authors: Kate Schaefer
Publisher: Bloomsbury Visual Arts

Swipe, Scan, Shop
ISBN: 9781350092877
Publisher: Bloomsbury Publishing Plc

Swipe, Scan, Shop : Interactive Visual Merchandising
ISBN: 9781350092884
Publisher: Bloomsbury Publishing UK
Edition: 1st

Course Objectives/Student Learning Outcomes

1. Students will understand the major merchandising concepts, techniques, theories, processes and strategies in various retail environments.

2. Students will gain knowledge about the importance and scope of merchandise management

3. Students will be able to apply strategies for making profitable display decisions for retailers

4. Students will be able to solve visual merchandising problems by integrating critical thinking and technology

5. Students will develop retail store displays based upon aspects of store image, merchandise type, target market characteristics and promotional theme.

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

• Establish and implement academic standards.

• Establish and enforce reasonable behavior standards in each class.

• Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct University Regulation 4.007.

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Teaching Methods & Structure:

A variety of methods will be used in this class to accomplish the objectives. The primary technique, however, will be topical assignments, guest speakers, tours and projects/presentations. Students are encouraged to relate the course material to their own buying experiences as a consumer.

Assessment

Attendance/Participation (10%)

During each class (with the exception of the first class) your participation will be documented during class. I will have a student in each class record this information. I may randomly ask you a question or you can voluntarily answer or participate in the class discussion. If you do not participate you get half credit for the class.

Quizzes -4 (25%)

There will be 4 quizzes taken outside of class or during our retail tours. These quizzes will test your knowledge of merchandising concepts discussed in class from the lectures and guest speakers. These quizzes will be a combination of in-store "scavenger hunts" and multiple choice and open book/notes taken in the classroom.

Field Exercises- (15%:)

Your team will answer a total of 8 Field Exercises during the semester-one each week. These questions require you to take course concepts and apply them to the world around you. These questions directly correlate to your Team Paper & Presentation. Each team member must contribute to the assignment: Designate in the response your individual contribution to the assignment by adding your name to your section of the response. Example: Name 1 - Response contribution/Question 1 Name 2 - Response contribution/Question 2 Name 3 - Response contribution/Question 3 Use citations when needed these can be directly applied to your Team Paper.

Team Contract

Each team will submit a contract stating their commitment to the project including timelines, deadlines, communication style, and other areas that hold each member accountable for their contribution. This contract will be signed by all members of the group and submitted. The points for this assignment will be added to your Rubric for the Team paper.

Survey Part 1 & 2 (10%)

Part 1 (5 %): Each team will create a survey in a Word Document then the final version in Google Forms with 15 survey questions including demographic information. Each team member must **watch the Survey video from LinkedIn Learning** first before creating your questions. Once submitted, I will correct your survey questions and give you feedback. Do not send this out until I have given the "go ahead"

Part 2 (5%): Once your survey is corrected distribute and collect 100 plus responses. Upload evidence of these numbers in the assignment. After your data is collected your team will analyze the results and make recommendations to your client. Consider the desired outcome of your questions as your team crafts them. In the presentation and paper your team will show the client the results of your survey and the choices you made for the recommendations as they relate back to the data.

Team Progress/Check-In

You will answer questions to provide me with an update on how your team is progressing through the semester on the project-it is in the form of a Quiz. In this evaluation, please note anything that you believe is not benefiting the team or allowing you all to work cohesively towards a final paper and presentation. NOTE: Working in any team within a workplace, evaluations are always given to ensure

the benefit and progression of the team.*You will get points for the evaluation on the Rubric for your paper although it will appear as a "0" until I grade your paper.

Team Presentation (15%):

Each team will present recommendations to the client How Ya Dough'n via a PowerPoint/Google/Canva slide presentation in a professional manner in the last 2 classes of the semester. Dress appropriately, full participation by each member is a must and be creative! The presentations will take approximately 15-20 minutes in class. (See Rubric in Canvas for details)

Group # Date

Groups 1-5: April 14th

Groups 6-10: April 21st

If you have a conflict with this date let me know asap so I can accommodate the time will be determined early in the semester. The client will be awarding the top 2 teams with prizes.

Final Paper (25%)

During the first class you choose your team depending on the number of students in the class teams will range from 3-4 students. I will give you time in class to get acquainted and exchange contact information. Our class is being challenged by a real-world client. See Creative Brief in the first Module. One paper will be submitted per group 8-10 pages from the Situation Analysis to the Conclusion. This does not include the Executive Summary (1 page), Cover Page, Table of Contents, Citations, and Appendix.

A Rubric with more details about the paper is provided on Canvas.

Peer & Self Evaluation

This assignment gives you a chance to rate yourself and team mates at the end of the semester using the star rating below. These points will be applied in your Rubric. If a team member receives ratings of 1 or 2 consistently from the team their grade will be lowered by one letter grade from their team's grade. For example, if your team receives a B on their paper and a team member scores in the 1 & 2 range they will receive a C. The same grading criteria will be applied to your Presentation Grade.

Use the following values to rate yourself and your team members: ☆☆☆☆ = Strongly Agree ☆☆☆ = Agree ☆☆ = Disagree ☆ =Strongly Disagree

Course Evaluation Method Percentage

Attendance & Participation	10%
Quizzes & scavenger hunts	25%

Survey part 1 & 2	10%
Team paper	25%
Team presentation	15%
Field Exercises	15%

TOTAL POINTS: 100 %

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Attendance/Participation (10%)

During each class (with the exception of the first class) your participation will be documented during class. I will have a student in each class record this information. I may randomly ask you a question or

you can voluntarily answer or participate in the class discussion. If you do not participate you get half credit for the class.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Percentage
A	100 - 94%
A-	< 94 - 90%
B+	< 90 - 87%
B	< 87 - 83%
B-	< 83 - 80%
C+	< 80 - 77%
C	< 77 - 73%
C-	< 73 - 70%
D+	< 70 - 67%
D	< 67 - 63%
D-	< 63 - 60%
F	< 60 - 0%

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

• There was a computational or recording error in the grading.

• The grading process used non-academic criteria.

• There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Penalties for Late Submissions & Missed Quizzes: **If you miss a test on site at a retailer you receive a 0**
1. One day late = Deduction of 10% from the assignment's total point value
2. More than one day late but less than one week late = a deduction of 20% from the assignment's total point value
3. One week late = Deduction of 30% from the assignment's total point value
4. More than one week late = points are forfeited and a grade of zero (0) is recorded
5. All assignments must be submitted before the last day of the class as listed in the modules. Students who miss an exam must contact me through the Inbox to make arrangements.

A grade of "0" points will be recorded for missing assignments after the last day of classes ends. A grade of "0" points will be recorded for missing exams.

Special Course Requirements

We will be taking "field trips" to retailers in close vicinity to FAU. You will be required to attend these tours as part of the class. If you need a ride to the location please let me know in advance so I can help you make arrangements.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations

(whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. **[Policy 12.16 Artificial Intelligence]**

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the **Florida Atlantic Code of Academic Integrity, Regulation 4.001.**

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit **https://fau.edu/ai/citation**

AI Language Specific To This Course

- AI Flexible: The use of AI to assist in work assigned in this specific course is permitted only for specific assignments as indicated by the instructor. Use must be properly documented and

cited per instructor guidelines (https://fau.edu/ai/citation).

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual therapy, group therapy, and crisis services, to name a few - offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries
- Math Learning Center
- Office of Information Technology Helpdesk
- Center for Global Engagement
- Office of Undergraduate Research and Inquiry (OURI)
- Science Learning Center
- Speaking Center
- Student Accessibility Services
- Student Athlete Success Center (SASC)
- Testing and Certification
- Test Preparation
- University Academic Advising Services
- University Center for Excellence in Writing (UCEW)
- Writing Across the Curriculum (WAC)

Course Topical Outline

See Canvas Modules for All dates of assignments.

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at **https://www.fau.edu/ocr9/title-ix/**. You may also contact Victim Services at **victimservices@fau.edu** or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.