

Visual Merchandising



Integrative Learning Approach

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STRATEGIES TO HELP STUDENT SUCCEED

1. Hands-On-Learning

- Apply concepts to real-life situations
- **Visual Merchandising Assignment**

2. Global Outlook

- Reflect on the connections between domestic and global issues in the retail industry
- **Global View Assignment (Advanced Merchandising Application)**

3. Develop Empathy

- Recognize as well as appreciate differences between cultures
- **Role Play (Advanced Merchandising Application)**

4. Treat The Class As A Business Organization

- Successful transition from a student to an employee
- **Consumer Engagement in Digital Channels Strategy Assignment**

RECIPE FOR AN ASSIGNMENT

1. Clearly defined general learning goals and objectives
2. Student Learning Objectives
 - Important to show the "value" to the student
3. Grading grid/criteria
 - Helps both the student and faculty
4. Assessment
5. Reflection
 - Provides valuable feedback to the faculty

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A green light to greatness.

Advanced Merchandising Applications

