

***Tradeshow and Stores Facilities Management***

***School of Business - Marketing and Management Studies***

<p><b>Course Number:</b> RET 2205</p>	<p><b>Contribution to Program:</b> General Education Elective</p>	<p><b>Educators:</b> Adrienne Armstrong <a href="mailto:Adrienne.Armstrong@algonquincollege.com">Adrienne.Armstrong@algonquincollege.com</a>  Chris Castillo <a href="mailto:castile@algonquincollege.com">castile@algonquincollege.com</a></p>
<p><b>Applicable Program:</b> Two Year Small &amp; Medium Enterprise Management Program</p>	<p><b>AAAL:</b> 4</p>	<p><b>Approval Date:</b> August 2007</p>
<p><b>Course Hours:</b> Delivered: 60 Normative: 60</p>	<p><b>Prerequisites:</b>  <b>Co requisites:</b> None</p>	<p><b>Approved By:</b> Maryann Sullivan Title: Acting Chair</p> <p><b>Approved for Academic Year:</b> 2007 – 2008</p>
<p align="center">Coordinator: Phil Jones: B444c Telephone Number 613.727.4723 ext. 5433 School of Business Web Site: <a href="http://www.algonquincollege.com/business/">http://www.algonquincollege.com/business/</a></p>		

**COURSE DESCRIPTION**

In this course, students develop an appreciation of the physical and psychological impact that tradeshow booths and store facilities have on customer attraction, operations, and creating entertainment. Through a combination of theory, ‘real-life scenario’ projects, presentations, and field trips, the student will learn tradeshow booth planning and design, applying the internet to the Trade Show activities, store planning and design, store image development, visual merchandising techniques, and retail security problems and detection.

### RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

<p><b>This is a vocational course that supports the following vocational program standards:</b></p>	<p><b>This course contributes to your program by helping you to achieve the following Essential Employability skills standards:</b></p>
<p><b>The graduate has reliably demonstrated the ability to:</b></p> <ol style="list-style-type: none"> <li>1. Communicate business-related information persuasively and accurately in oral, written, and graphic formats.</li> <li>2. Develop customer-service strategies to meet the needs of internal and external customers.</li> <li>3. Apply knowledge of the human resources function to the operation of an organization.</li> <li>4. Apply knowledge of the marketing function to the operation of an organization.</li> <li>5. Apply accounting and financial knowledge to the operation of an organization.</li> <li>6. Apply knowledge of operations management to the operation of an organization.</li> <li>7. Apply computer skills and knowledge of information technology to support the management of an organization.</li> <li>8. Take into account the interrelationship among the functional areas of a business.</li> <li>9. Work effectively with co-workers, supervisors, and others.</li> <li>10. Apply research skills to gather and interpret available information.</li> <li>11. Apply creative problem-solving skills to address business problems and opportunities.</li> <li>12. Develop strategies for personal and professional development to manage job stress, enhance work performance, and maximize career opportunities.</li> <li>13. Apply time management and organizational skills to facilitate the completion of tasks.</li> </ol>	<ol style="list-style-type: none"> <li>1. <i>Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</i></li> <li>2. <i>Respond to written, spoken, or visual messages in a manner that ensures effective communication.</i></li> <li>3. <i>Execute mathematical operations accurately.</i></li> <li>4. <i>Apply a systematic approach to solve problems.</i></li> <li>5. <i>Use a variety of thinking skills to anticipate and solve problems.</i></li> <li>6. <i>Locate, select, organize, and document information using appropriate technology and information systems.</i></li> <li>7. <i>Analyze, evaluate and apply relevant information from a variety of sources.</i></li> <li>8. <i>Show respect for the diverse opinions, values, belief systems, and contributions of others.</i></li> <li>9. <i>Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.</i></li> <li>10. <i>Manage the use of time and other resources to complete projects.</i></li> <li>11. <i>Take responsibility for one's own actions, decisions, and consequences.</i></li> </ol>

# ***COURSE CURRICULUM***

## **1. Course Learning Requirements/Embedded Knowledge and Skills**

<b>Course Learning Requirements</b>	<b>Knowledge and Skills</b>
<p><b>When you have earned credit for this course you will have demonstrated an ability to:</b></p> <p>1) Develop a critical awareness of visual merchandising its role and increased Importance in the business environment.</p> <p>2) Apply the knowledge of market target identification and selection to the Creation of a visual presentation.</p> <p>3) Learn the imaginative and artistic use of design and display elements used in an effective Visual merchandising presentation for both retail stores and tradeshow booths.</p> <p>4) Understand the strengths, weaknesses, opportunities and threats of trade shows.</p>	<ul style="list-style-type: none"> <li>- Definition and role of visual merchandising in business and social environment.</li> <li>- Why businesses need visual merchandising?</li> <li>- History and current status of visual merchandising.</li> <li>- philosophy of visual merchandising</li> <li>- components of visual merchandising</li> <li>- uses of visual merchandising</li>   <li>- the concept of market segmentation</li> <li>- benefits and limitations of market segmentation</li> <li>- application in a retail and trade show environment</li> <li>- Application to IMC Mix.</li>   <li>- The design principles of: balance, emphasis, aspects of harmony, elements of proportion, rhythm, contrast, direction, line, shape, unity and props.</li> <li>- colour defined</li> <li>- colour systems: hue, intensity, value</li> <li>- Colour schemes: monochromatic, analogous, triadic, complementary, tone-on-tone.</li> <li>- impact of colour</li> <li>- guidelines to lighting</li> <li>- primary, secondary, and atmosphere lighting</li> <li>- types and lighting effects</li> <li>- coloured lighting</li> <li>- signage: importance and techniques</li> <li>- sign layout steps</li> <li>- sign layout principles as related to design principles</li> <li>- elements of a display</li> <li>- guidelines for display planning</li> <li>- display themes</li> <li>- merchandise/information displays</li> <li>- teamwork: the importance of</li> <li>- the impact of motion</li>   <li>- advantages/disadvantages of trade shows</li> <li>- setting objectives</li> <li>- picking a show</li> <li>- determining space requirements</li> <li>- designing a booth               <ul style="list-style-type: none"> <li>- Building traffic</li> <li>- Boothmanship</li> <li>- Online trade show resources</li> <li>- Writing exhibit copy</li> </ul> </li> </ul>

**2. Learning Resources:**

No Visual Merchandising text required

Purchase of a 'Colour Wheel' from the College Book Store.

Reference:

The Internet Marketing Plan, 2<sup>nd</sup> edition, Wiley & Sons Inc., K. Bayne

**3. Teaching/Learning Methods:**

During this course you are likely to experience:

-individual reading assignments

-lectures

-workshops

-group discussions

-field trips

-store evaluations

-group projects

-individual assignments

-guest speakers

-internet search

-case studies

**4. Learning Activities and Assessment:**

Samples of learning activities include:

**Evaluation/Earning Credit**

The following will provide evidence of your learning achievement:

**5. Evaluation Method:**

Store evaluation report / group presentation	25%
Quizzes (3 @ 10% ea)	30%
*Participation	20%
Mid-Term Exam	<u>25%</u>
Total	100%

**(\* ) Class Participation**

In order to succeed in this course, your attendance and participation in-class and on field trips are essential. Guest speaker days are mandatory attendance; 20% will be reduced from the overall participation mark.

• **Prior Learning Assessment:**

Evidence of learning achievement for PLA candidates will include:

This course is available for challenge. Candidates may be required to provide evidence of learning achievement by:

- Portfolio assisted methods
- An interview
- Assignments or exercises.

A numeric evaluation will be assigned for all course work. However, please be aware that from time to time, *a number of required in-class tasks and activities must be completed and will not necessarily receive a numeric mark or letter grade.* These assignments are viewed as an important and integral piece of the learning puzzle and required to successfully complete this course.

Class participation requires the student to attend class, actively contribute to in-class discussions, oral question periods, and in-class presentations, and completion of in-class tasks and assignments. This includes a written assignment on self-assessment, portfolio, and group work, due dates to be determined.

The final evaluation is communicated to you in a letter grade format by the Registrar's Office.

**Plagiarism will not be tolerated:**

Plagiarism will be dealt with firmly, starting with a mark of zero for the assignment and proceeding to the full disciplinary actions as outlined in Algonquin College policies. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive E16).

**Students with Disabilities:**

If you are a student with a disability, please identify your needs to the professor and/or the Centre for Students with Disabilities (CSD) so that support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683 or arranging a personal interview with the professor to discuss your needs.

**Harassment/Discrimination/Violence Policy:**

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender- or disability-related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

**Software Copyright:**

In the past few years the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding twenty five thousand dollars or to imprisonment for a term not exceeding six months or to both". The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or to imprisonment for a term not exceeding five years or to both".

Making a copy of a software package for your own use other than a backup copy of a package that you have purchased allowed in your licence agreement would make you liable for the above penalties.

**Course Assessment:**

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities.

*To contact Adrienne Armstrong with any questions, comments or concerns you may have about this course please send an e-mail to: [Adrienne.Armstrong@algonquincollege.com](mailto:Adrienne.Armstrong@algonquincollege.com). If you wish to set up an appointment to talk to her in person please call 613.727.4723 ext.5264 to make arrangements. My office number is B222d. Cell number: 613.368.2291*

*To contact your professor, Chris Castillo, with any questions, comments or concerns you may have about this course, please send an e-mail to: [castilc@algonquincollege.com](mailto:castilc@algonquincollege.com). If you wish to set up an appointment to talk to him in person please call 613.727.4723 ext.7159 to make arrangements. My office number is B422.*

*Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.*

**TRADESHOW & STORE FACILITIES MANAGEMENT**  
**TENTATIVE CLASS SCHEDULE – The order of these classes may change.**  
**Deliverables will not.**

<b>Week</b>	<b>PowerPoint Slides</b>	<b>Deliverable/Activity RET 2205</b>
<b>1, class I</b>	Introduction to course, B.B., major project deliverable.	Attendance and Participation
<b>1, class II</b>	Slides 1 to 27 – Intro. to Visual Merchandising.	
<b>2, class I</b>	Slides 28 – 30 Special Events	Slide # 30, hand in @ end of class. 30 minutes to complete this in-class assignment.
<b>2, class II</b>	a) Slides 31 – 66 – Store Image b) Quiz # 1 (10%)	Slide # 66 in class exercise. 15 minutes to complete this in-class assignment.  <b>Quiz #1</b>
<b>3, class I</b>	Slides 67 – 130 “Virtual Phil Jones” presents to class the Store Design Process.	
<b>3, class II</b>	Slides 131-137 Store lay-out and design. Bring store lay-out design principles from B.B.	Slide # 137. . 30 minutes to complete this in-class assignment.
<b>4, class I</b>	Slides # 1 – 15 Part I Trade Show Management	
<b>4, class II</b>	Part II – Trade Show – How to use the Internet. Slides 16 – 34	
<b>5, class I</b>	Part II – Trade Show wrap-up.	Trade Show in-class assignment. Find a trade show that you will suggest to your client. Include date, cost of trade show based on a 10’ X 10’ booth. Rate Card etc... Stats of trade show include an explanation as to how this trade show will increase branding, positioning and store sales.
<b>5, class II</b>	a) Quiz #2, 10%  b) Lighting: slides 138-148, 154-155  Colour: slides 149, 150-153	<b>Quiz # 2</b>  In class work on choosing colour for your store project. 20 minutes to work on this in class.

<b>6, class I</b>	Security: slides 156-161  Slides 162-189 and Slide 190	Slide 157. 10 minutes to complete this in-class assignment.  Slide 190. 30 minutes to complete this in-class assignment.
<b>6, class II</b>	a) Slides 191 – 223 Window Display.	Slide 223. 30 minutes to complete this in-class assignment.
<b>7, class I</b>	Group Self- Guided Field Trip to your Client’s Business	<b>Create and photograph at least 6 examples of cross merchandising that you and your group will suggest to your client. You are not using current in-store examples; you are creating your own cross merchandising ideas for your client.</b>
<b>7, class II</b>	Complete slides from week 6 (due to Holiday Monday) Mid-Term Review	Mid-Term Review - 25% of your final mark Prepare to bring your notes and ask questions. Will not be TELLING you what is on the exam. However will answer your mid-term questions.
<b>8, class I</b>	<b>Client Meetings – off campus and photo shoot on location. Create window display in-store.</b>	You are to create two window displays at your client’s store. Use seasonality; refer to window display hand-outs.
<b>8, class II</b>	<b>Mid-term</b>	25% of your final mark.
<b>9, class I</b>	Field Trip with your group, location to be announced.	Your group will need to take a digital photo of your group at the field trip location. Using a cell phone camera or a digital camera. Imperative that I see a photo. Hand drawn facsimiles are not accepted! Attendance is MANDATORY for all group members.
<b>9, class II</b>	Field Trip with your group, location to be announced.	Your group will need to take a digital photo of your group at the field trip location. Using a cell phone camera or a digital camera. Imperative that I see a photo. Hand drawn facsimiles are not accepted!

		Attendance is <b>MANDATORY</b> for all group members.
<b>10, class I</b>	Field Trip with your group, location to be announced.	Your group will need to take a digital photo of your group at the field trip location. Using a cell phone camera or a digital camera. Imperative that I see a photo. Hand drawn facsimiles are not accepted!
<b>10, class II</b>	a) Quiz # 3  b) Groups Present their field trip findings. All students are to attend this class.	Quiz # 3  Attendance is <b>MANDATORY</b> for all group members. Scheduled during regular class hours.
<b>11, class I</b>	Groups Present. All students are to attend this class.	Attendance is <b>MANDATORY</b> for all group members. Scheduled during regular class hours.
<b>11, class II</b>	Pre-presentation of your project to your professor. Each group will be given 20 minutes to present their project.	Attendance is <b>MANDATORY</b> for groups that are presenting. Other students use this time to complete and perfect your final presentation. Contact clients re-confirm date and time of your presentation.
<b>12, class I</b>	Pre-presentation of your project to your professor. Each group will be given 20 minutes to present their project.	Attendance is <b>MANDATORY</b> for groups that are presenting. Other students use this time to complete and perfect your final presentation. Contact clients re-confirm date and time of your presentation.
<b>12, class II to week 14, class II</b>	Final preparation for client presentations. All groups present to their client and to class members.	Attendance is <b>MANDATORY</b>
<b>15, class II</b>	Course wrap-up.	There is <b>NO</b> final exam in this course. (Yippee!)

