

## Field Experience

### Visual Merchandising Field Experience DHM 4810

One of the objectives of Outreach programs and courses is to facilitate "the University's engagement with state, national, and international communities by fulfilling compelling educational needs and advancing the development of Oklahoma "(UEIED Mission). The Visual Merchandising Field Experience course is a prime example of an Outreach course fulfilling this Outreach Mission.

In this course, students have the opportunity to put to use visual merchandising principles learned in class by going into an Oklahoma community and assisting store owners with making their store fronts visually appealing. This is beneficial to students because it allows them to creatively use the visual merchandising principles in a real-world setting. This course also allows students to gain knowledge on issues that today's small business owners face. On the receiving end, this course allows store owners to learn visual merchandising principles and implement visual merchandising into their marketing plan. It also makes aware to the business owners that visual merchandising can be competitive and low-cost at the same time.

Dr. Muske's and Dr. Jin's "Engaging Rural Retailers in visual Merchandising" Article.

\* This course is limited to DHM students.

\* Dr. Muske handles the registration for this course.