

# **MIDPOINT REVIEW GUIDELINES**

## **FASHION MERCHANDISING**

### **REQUIREMENTS**

- Fashion merchandising students must have completed between 24 and 30 before taking midpoint
- Work from classes must be presented from any classes that have projects

### **PRESENTATION**

#### **ORAL**

- Explain what you have done so far in your classes
- Propose what you plan to do for the rest of your time here (less autobiography/ more on proposal)
- Keep it short & sweet

#### **WRITTEN**

- Flawless grammar & spelling (use the writing lab if necessary).

### **PROPOSAL**

#### **CONCEPT**

- Written summary of proposal for final thesis. Include justification for the concept and a brief analysis of your market, including a profile of your target customer and your competitors.

#### **SCALE**

- Project must be an original proposal for a new product line, retail strategy, visual merchandising, or marketing.
- Project must include a full business plan, visuals where appropriate, and product samples if the project involves product development.