A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

Pop-up shops are the temporary use of physical space to create a meaningful experience with current or potential customers. A pop-up shop allows an organization to communicate brand promises through the use of a unique and engaging physical environment while creating an immersive shopping experience. Designing pop-up shops and visual merchandising displays into unforgettable experiences is what this course is all about. Prerequisite(s): TADD 3552.

B. COURSE EFFECTIVE DATES: 08/20/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Types of Pop-up experiences.
3. Seven Pillars of Pop-up Shop Success.
4. First impressions of the brand.
5. Layout ideas to truly stand out and make the experience unforgettable.
7. Mind the Decompression Zone.
8. Go Right.
9. Think a Step Ahead.
10. Understanding Store Layouts
11. Integrate Technology Strategically.
12. Creative Displays.

D. LEARNING OUTCOMES (General)

1. examine the world of pop-up shop design.
2. examine the different types of pop-up experiences.
3. examine types of structures, materials, locations, purposes, and limitations related to pop-up shops.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION
   None noted