Bemidji State University

TADD 4700: Pop-up Shop & Visual Merchandising Design

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