

Karla McCormick

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Education

The Florida State University, Tallahassee, Florida

Major: Merchandising
PhD: Fall 2009
Dissertation: The Impact of Athletic Endorsements on Consumers' Purchase Intentions
GPA: 3.94

The Florida State University, Tallahassee, Florida

Major: Merchandising
Master of Science: 2006
Thesis: The Relationship of Celebrity Ads to Consumer Attitudes and Purchase Intentions
GPA: 4.0

The Florida State University, Tallahassee, Florida

Major: Merchandising
Bachelor of Science: 2001
GPA: 3.5

Professional Experience

Assistant Professor in Retail, Merchandising, and Product Development Department

*Retail, Merchandising, & Product Development Department
Florida State University Fall 2013-Present*

Courses Taught:

*Quantitative Merchandising Management (CTE 4822)
Retail Branding and Promotion (CTE 5847)
Merchandise Theory & Research (CTE 5834)
Merchandise Buying (CTE 4826/CTE 5828)*

Assistant in Retail, Merchandising, and Product Development Department

Retail, Merchandising, & Product Development Department

Florida State University Fall 2012-Spring 2013

Courses Taught:

Quantitative Merchandising Management (CTE 4822)

Merchandise Presentation and Inventory Analysis (CTE 3835)

Consumers in a Complex Marketplace (CTE 3808)

Retail Merchandising Ethics & Leadership (CTE 3871)

Merchandising Buying (CTE 4826/ CTE 5828)

Visiting Assistant Professor

Retail Merchandising & Product Development Department

Florida State University Fall 2011-Spring 2012

Courses Taught:

Advanced Technology in RMPD (COA 5906)

- This is a newly created graduate level class focused on the technology used in our program. I teach using the VR Retailing software, specifically Mockshop.
- This class allows the graduate students to use their knowledge of visual merchandising and their creativity to build and create a 3D store, where they also have to explain their merchandising strategy for the store.

Quantitative Merchandising Management (CTE 4822)

- The course teaches students mathematical formulas used by buyers and planners in the retail industry.

Merchandise Presentation and Inventory Analysis (CTE 3835)

- The purpose of this course is to provide the student with the skills to analyze consumer purchasing trends and inventory needs from a store and buying point of view utilizing visual merchandising techniques and current industry software.
- This class has a lab that the students must attend. It is split up between two state of the art technology classrooms, endowed by two members of our Retail Center, Office Depot and Macy's. The Office Depot Technology lab allows students to complete assignments using financial terms in an excel spreadsheet, the Association of Retail Environments (ARE), and new state of the art software by VR Retailing called, Mockshop. The students complete an assignment where they must build and merchandise a 3D store.
- In the Macy's lab the students get hands-on experience with merchandising both men's and women's merchandise. There are several types' fixtures, slatwall, and tables that

they learn correct, creative and effective merchandising techniques. These include folding, merchandise presentation standards, how to merchandise capacity and feature fixtures and slatwall. They also learn how to merchandise windows, forms and mannequins, and accessories such as, jewelry and handbags.

Faculty Responsibilities

- This VR Retailing software is new to Florida State because I was responsible for procuring it, learning how to use it and implementing it into my class. This software donation is worth over One Million dollars. Mockshop is state of the art software that exposes students to plannograms designed by industry standards as well as interactive 3D features that teaches them how to merchandise specific selling areas and allows them to build a virtual store. This software is used by industry leaders such as Nike, Calvin Klein, Macy's, Tommy Hilfiger among countless others around the world. In addition many top universities around the world use this software; they included the Fashion Retail Academy in the UK, Iowa State University, London College of Fashion, and Drexel University.
- Was responsible for moving the Macy's lab to a new building. This entailed not only moving all the fixtures and merchandise to the new location, but also unpacking and setting up (merchandising) the new space. Also, I was responsible for organizing the dedication of the new lab space in which the president of the university along with alumni, community leaders, and retailers attended. I lead the tours of the lab and explained how important hands-on teaching is for this subject matter.
- Implemented a donation quality control assessment program for retailers who would like to donate fixtures, merchandise or mannequins to the lab.
- Attended monthly faculty meetings in which I contributed my retail industry perspective along with my contemporary student outlook to improve the current undergraduate curriculum.
- Maintaining a database of current and past Internship program statistics.

Adjunct Faculty

*Retail Merchandising & Product Development Department
Florida State University Spring 2011*

Consumers in a Complex Marketplace (CTE 3808)

- The course examines consumer issues and explores consumer behavior in retail merchandising and product development involving goods, services, activities, experiences, and ideas as a dynamic process.

Merchandise Presentation and Inventory Analysis (CTE 3835)

- The purpose of this course is to provide the student with the skills to analyze consumer purchasing trends and inventory needs and to drive a business from a store and buying point of view utilizing the visual merchandising and technology in the Macy's Merchandising Laboratory.

- Taught three labs that included discussions and examples of the most effective way to merchandise fixtures, walls, and tables, and showed new and unique ways to merchandise clothing
- Assisted in grading assignments and the practical exams, where the students had two hours to merchandise the lab

Tutor

Athletic Academic Support Tutor Fall 2008 through Fall 2010

Responsibilities:

- Tutored student athletes in numerous subjects, including Merchandising, Textile Analysis, Product Development, Marketing, Purchasing, Advertising, Public Relations, Mass Media, Speech, Communication in Human Development, Communication Theories, New Communication Technologies, Public Speaking, Macroeconomics, Microeconomics, Multi-Cultural film.
- Counseled and aided students on their organizational skills
- Worked with students to improve their study habits and demonstrated methods to track their class assignments.
- Was asked to become a strategic tutor where my responsibilities increased to working with at risk student-athlete several times a week helping them with all their classes.

Results:

- In general, I was able to improve many students' grades, some by one letter grade.
- Generated very positive evaluations from the athletes and the athletic department supervisors.
- Was requested by not only the student-athletes, but also by the advisors in the athletic department to work with them in more than one class.

Teaching Assistant

Teaching Assistant for - Merchandising Principles - Fall 2006 through Fall 2007

- Lead instructor for this basic merchandising class that has over 120 students
- Responsible for redesigning the Syllabus, and creating a group project where the students did research on a fashion house
- Responsible for writing the tests and assignments
- Developed new lecture slides in power point
- Responsible for attendance formatted in excel
- Responsible for grading student assignments, group projects, and tests
- An overview of businesses that design, produce, distribute and sell fashion and basic goods. Theoretical foundations and practical application of the principles of retail merchandising.

Teaching Assistant for the Fall 2006 Intern Block

- Responsible for aiding all 4 instructors in the intern block
- Graded student buying assignments
- Responsible for attendance records. Developed excel spreadsheet and tallied up points deducted from absences

- Assisted professors in formatting grades and formulas in excel to submit online
- Proctored tests

Teaching Assistant for - Quantitative Merchandise Management - Summer 2006

- Taught class with less than 12 hours notice
- Responsible for lecturing on the formulas
- Created pop quizzes and exams.
- Responsible for grading all assignments, exams and quizzes
- Demonstrated the solution to all problems in the text book
- To examine and apply the principles of effective merchandising management through mathematical procedures.

Teaching Assistant - Merchandise Presentation and Inventory Analysis 2004-2006

- Responsible for teaching three two hour labs each week. Each lab included discussions and examples of the most effective way to merchandise fixtures, walls, and tables, and showed new and unique ways to merchandise clothing
- Responsible for taking attendance and for grading assignments
- Teaching assignments included excel, merchandise planner, floor layout types, color strategies, merchandise strategies, fixture identification and visual merchandising
- Assisted in professional trips to the mall, where students receive hands on experience
- Assisted in grading practical exams, where the students had two hours to merchandise the lab
- Assumed responsibility for giving the lectures in the lecture part of the class
- Assisted with updating lab assignments, and the critiqued student mid-term projects.
- The purpose of this course is to provide the student with the skills to analyze consumer purchasing trends and inventory needs and to drive a business from a store and buying point of view utilizing the visual merchandising and technology in the Macy's Merchandising Laboratory.

Teaching Assistant for Study Abroad Summer – 2005

- Picked as one of two TA's for the trip
- Responsible for attendance for over 90 students
- Responsible for student scheduling, housing assignments, and creating the seat assignment list for the flight
- Attended all events with the students
- Responsible for aiding the merchandising students with their project
- Graded all merchandising projects
- Assisted in restructuring the courses offered, along with the syllabi
- Researched additional museums, and summarized all the places visited on the trip
- Coordinated meetings with the faculty to critique the trip
- Assisted with informational meetings with the faculty for prospective students

Research Assistant

Research Assistant for Graduate Level Courses - Summer 2005; Spring 2008

- Aided Professors in developing an updating the merchandise planner computer program
- Collected data for the database
- Attended meetings with Hewlet Packard to aide in the development of the program
- Wrote the manual for the program
- Assisted in writing new assignments to fit with the new program

- Aided faculty with their current research, including fact checking, searching for articles, running statistics, filling out Internal Review Board applications.

Work Experience

Nicole Miller, West Hollywood, California

Stylist March 2003-September 2003

- Required to display excellent customer service.
- Assigned and required to meet daily, weekly and monthly goals
- In charge of visual merchandising, stocking and ordering merchandise
- Learned how to sell bridal wear
- Responsible for updating client book
- Acquired a good clientele, which I used my knowledge of textiles, fit of fabrics and suggestive selling to on a daily basis

Organized Living, Los Angeles, California

Stock and Display Manager October 2002-February 2003

- Hired before store opening, and was involved in setting up the store. Duties included reading Planograms, assembling the fixtures, signing the fixtures, and merchandising the store according to the Plano grams.
- Responsible for receiving store shipments, including getting merchandise floor ready.
- In charge of inventory adjustments, ordering supplies, setting up furniture deliveries, and ticketing new merchandise.
- Responsible for opening and closing the store, including conducting morning and evening employee meetings.
- Have creative control in the window and end cap displays
- Responsible for inventory counts and replenishing merchandise.

The Men's Wearhouse, Thousand Oaks, California

Assistant Store Manager March 2002-August 2002

- Responsible for opening and closing the store
- Required daily store count and monthly inventories
- Received and transferred in merchandise twice weekly
- Merchandised, organized, and sized the store daily
- Set weekly sales goals for associates
- Met or exceeded monthly sales goals set by the company
- Responsible for driving volume and minimizing shrink
- Conducted weekly employee store meetings
- Added flare to the window and in store displays

Burdines's Department Store, Tampa, Florida

Florida State University Internship 2001

- Shadowed the Children's department manager, learning the daily responsibilities required to run a successful department

- Participated in manger meetings, inventory, markdowns, setting and taking down a sale, specialist meetings, processing credits, storewide meetings and store visits
- Organized and executed an Easter Children's Show
- Merchandised clothes on floor, created my own displays, and worked with Vendor Reps and Liaisons
- Spent time in security, Bridal and the dock, learning their responsibilities
- Required to complete an assignment/project each week of the six weeks required as by the University

Jacobson's Department Store, Clearwater, Florida

Selling Associate 1995-1998 (Part-Time/ Seasonal)

- Initially employed as a stock and merchandise transporter, within two months was promoted to the position of selling associate.
- Demonstrated excellent customer service to my clientele
- Assisted the Events Coordinator in planning and executing the seasonal fashion shows.
- Merchandised and created displays on the selling floor.

Honor Societies/Memberships

- Member of Kappa Omicron Nu Honor Society
- Member of the Phi Kappa Phi Honor Society
- Member of the Glenn Honor Society
- Member of the Golden Key Honour Society
- Member of International Textile Apparel Association
- Member of the Alpha Chi Omega Sorority
- Member of ACRA

Awards

- Received the Dean's Scholar award twice (graduating with a 4.0 GPA for both graduate degrees)
- Awarded the Hortense Glenn Medal (Honor society)
- Nominated for the Outstanding Teaching Assistant Award
- First Year Assistant Professor Award 2013-2014

Academic & Professional Service

- Participated in Research and Creativity Day, Spring 2005 with the topic of "The History of Celebrity Endorsements" and in Spring 2006 with the topic of "Made to Fit: How Body Scanning Works"
- Presented to the Florida Retail Federation
- Graduate Coordinator 2013-2014

Undergraduate Research Presentations and Activities

- **Federated Stores, Inc:** Participated in an undergraduate research project comparing the junior's department at Rich's/Lazarus/Goldsmith's and Harrods in London, England.
- **International Programs: Textiles, Apparel, and Merchandising:** Summer 1999
 - Paris: Participated in seminars with Matthew Jeatt, the United Kingdom Director of Promostyll, Cecile Henri, Broberie Haute Couture, and Printemps Department Store. Visited the costume collection at the Louvre.
 - London: Participated in seminars with an executive with Debenham's Department Store. Visited and observed the Textile Conservatory at the Hampton Court Palace, the Dress collection at the Victorian Albert Museum and the Museum of London.

Publications

- McCormick, K. & Heitmeyer, J. (Under review). The Impact of Athletic Endorsements on the Consumption of Status Brands. *Journal of Sport Management & Marketing*.
- McCormick, K. & Heitmeyer, J. (Under Review). Consumer attitudes and purchase intentions: Are they impacted by celebrity endorsements? *Journal of Popular Culture*.
- McCormick, K. (In progress). A Meta-Analysis of Celebrity and Athletic Endorsements in Advertising and Consumer Behavior Research. *Journal of Advertising Research*.
- McCormick, K. (Under Review). Redefining the celebrity: "Self-Made" versus "Manufactured" celebrity endorsers' impact on consumers' attitudes and purchase intentions. *Journal of Fashion Style & Culture*.

Presentations

- McCormick, K. (2013, 05 04) Athletic Endorsements and their effect on Consumers Attitudes and Consumption. (2013, 05, 01). National Sporting Goods Association Conference.
- Fiorito, S. & McCormick, K. The Importance and History of Retailing Education to the Retail Industry. (2012, 04 20). ACRA Conference. Paper presentation.
- McCormick, K. & Heitmeyer, J. (Accepted). The Impact of Star Power on Consumers' Purchase Intentions. ACRA Conference (Abstract).
- McCormick, K. (Accepted) The Impact of Athletic Endorsements of Status Products on Consumers' Intent to Purchase. (2013, 03, 27). Popular Culture Association Conference.

