FACULTY: Dr. B. Jin (212 Stone, b_jin@uncg.edu)
Office Hours: Wed 4-5pm or Fri 11:00-12:00pm EST or by appointment.

GRADUATE ASSISTANT: Ms. Lauren (Naeun) Kim (361 Stone, n_kim4@uncg.edu)
Office Hours: Thursday 1:00-2:00pm EST or by appointment.

COURSE DESCRIPTION: Analysis of apparel and related industries from raw materials through consumption. Examination of production and marketing of products, technological developments, and domestic and global market strategies.

PREREQUISITE: None.

REQUIRED TEXT: Specific reading assignments for each week will be comprised of book chapters, academic/trade articles, consulting reports and case studies. Most readings will be posted on CANVAS with the exception of some book chapters with copyright issues.

STUDENT LEARNING OUTCOMES
After completing this course, it is realistic to expect that you will be able to:
1. Analyze the characteristics of apparel and textile goods/industries, compared to other consumer products/industries.
2. Examine the changes and challenges of U.S. apparel, textile and retailing industries in the specific areas of production, consumption, marketing and supply chain management, and factors behind the trends/issues.
3. Evaluate the technological developments in the apparel and textile industries and its impacts on consumers, companies and industries.
4. Investigate the significance of global markets and analyze consumers and retailing systems in international markets.
5. Develop the ability to analyze/interpret various data to create new meaningful knowledge.

COURSE FORMAT: Reading articles/book chapters, discussion via discussion board, real-time meetings/Collaborate sessions, exams, and term project.

TWO MEETING SESSIONS: We will have two mandatory face-to-face meetings during the semester as follows. However, if you cannot come to the meeting, you can join the meeting through Blackboard Collaborate or skype. “Blackboard Collaborate” is a real-time virtual classroom software available at Canvas. Please plan your work schedules considering these sessions. For those who are unfamiliar with Collaborate function, a tutorial information for Collaborate session will be posted on Canvas; if you need further assistance, it is your responsibility to contact GA and learn about Collaborate before the 1st Collaborate session.
1st meeting (Wk 1, Aug 25, Thurs, 11am- Noon EST): Course overview
2nd meeting (Wk 8, Oct 14, Fri, 11am-Noon EST): Term paper overview

Please note: A headset may be required for each session depending on audio setting of your computer.
TOPICAL OUTLINE/CALENDAR:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 22-Aug 28</td>
<td>Course overview</td>
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<tr>
<td></td>
<td><strong>Part I: Characteristics of apparel and textile goods/industries</strong></td>
<td>1st mtg: Aug 25 (Thur) 11am-noon</td>
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<td>2</td>
<td>Aug 29-Sep 4</td>
<td><strong>Part II: Analysis of changes and challenges in the apparel business</strong></td>
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<td></td>
<td>1. Supply Chain Management: Challenge</td>
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<td>3</td>
<td>Sep 5-Sep 11</td>
<td>2. Supply Chain Management: Postponement, Offshoring, Reshoring, &amp; Lean or Agile</td>
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<td>4</td>
<td>Sep 12-Sep 18</td>
<td>3. Fast fashion business model</td>
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<td>5</td>
<td>Sep 19-Sep 25</td>
<td>4. Mass customization</td>
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<td>6</td>
<td>Sep 26-Oct 2</td>
<td>5. The Competitiveness of US apparel industry</td>
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<td>7</td>
<td>Oct 3-Oct 9</td>
<td><strong>Exam I (Oct 7, Fri, choose 2 hrs during 10am – 10pm)</strong></td>
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<td>8</td>
<td>Oct 10-Oct 16</td>
<td><strong>Part III: Domestic market strategies</strong></td>
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<td>6. Use of technology in retail operation</td>
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<td>9</td>
<td>Oct 17-Oct 23</td>
<td>7. Multichannel retailing and social media</td>
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<td>10</td>
<td>Oct 24-Oct 30</td>
<td>8. Niche marketing, masstige &amp; luxury branding</td>
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<td>11</td>
<td>Oct 31-Nov 6</td>
<td>9. Environment sustainability and social responsibility</td>
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<td>12</td>
<td>Nov 7-Nov 13</td>
<td><strong>Part IV: Global market strategies</strong></td>
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<td>10. Retail internationalization in the Apparel Industry</td>
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<td>13</td>
<td>Nov 14-Nov 20</td>
<td>11. Consumers and retailing in emerging markets</td>
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<td>14</td>
<td>Nov 21-Nov 27</td>
<td>Thanksgiving, Nov 24, 2016</td>
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<tr>
<td>15</td>
<td>Nov 28-Dec 3</td>
<td><strong>Exam II (Dec 2, Fri, choose 2 hrs during 10am – 10pm)</strong></td>
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<td>16</td>
<td>Dec 6 (reading day)</td>
<td><strong>Final term paper and presentation PPT due</strong></td>
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<td><strong>(Dec 9, Fri 5pm EST)</strong></td>
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ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:

**Note:** Each week starts Mon 9:00am EST when instructor posts introduction for the week and other related materials and ends Sun midnight EST (i.e., Sun 11:59pm). For example, Wk 1 starts Aug 22 (Mon) 9:00am and ends Aug 28 (Sun) midnight (11:59pm).

1. **Weekly threaded discussion participation** (320pts = 5pts/discussion question x 2 discussion questions/article x 31 reading articles) + (2 DQs for Week 1): Students are expected to participate much like they would in a face to face class. Instructor will post two discussion questions (DQs) per each reading article. For each question, you must post your own response to each question (3pts x 2 questions = 6pts) plus at least one response/question to one posting of your class peers (2pts x 2 questions = 4pts). So each week, you will receive 10pts for participating in article discussion. As a summary of a week, PowerPoint lecture notes will be posted by instructor subsequent Mon 9:00am each week. This is to help you read given articles for a week and study independently without relying too much on Powerpoint lecture notes.

In grading the above #1, both quantity and quality of participation will be graded. Just simple reply such as “I agree with you” “I like your idea” and “Very good point” will not count. Reply should include your thinking paths (i.e., why you agree/disagree, etc.). The instructor will
monitor and interject as needed.

Note: Please be aware that you cannot post your responses after 11:59pm Sun each week. This means no late posting is accepted. One whole week was given for you to post. I encourage you to post your original response to DQs by Thurs morning at the latest so even though there are technical issues, you can still post your responses in time. Also please aware that if everybody posts original response on Sun, you may not have enough time to post response/question to your peer postings. This will prevent us from active learning.

Note: If you use i pad, i phone or Mac, you may not be able to see peers' postings, so please be sure if you can see/post discussion. Please understand that not posting to peers because you do not see peer postings from i pad, i phone or Mac cannot serve an acceptable reason for not posting.

2. Exams (70pts each=140pts): Two exams will be given. Each exam will cover assigned readings, PPT lectures and weekly threaded discussions. Questions will be a combination of multiple choice questions, short answers and essay(s). The exam will last for 2 hours, and you may choose to take it anytime during a 12-hr block (10am – 10pm). A detailed instruction for exam administration will be provided. No make-up exams will be given with the exception of an emergency. However, this emergency has to be verified through legal/official sources (letter from a doctor/ funeral home, etc.) within one week of the absence.

3. Term Paper (80pts): This will be the final product of this class. As such, this assignment will require an integrative analysis for a topic of your choice. A detailed instruction and evaluation rubric will be provided to you.

4. Presentation (10pts): You will be required to formally present your term paper to the class. The specifics of the presentation will be discussed as the due date approaches. An oral presentation evaluation rubric will be given prior to the presentation.

EVALUATION:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>1st week discussion (5pts x 2 DQs)</td>
<td>10pts</td>
</tr>
<tr>
<td>Weekly discussion participation</td>
<td>310pts</td>
</tr>
<tr>
<td>Exams (70pts x 2)</td>
<td>140pts</td>
</tr>
<tr>
<td>Term Paper</td>
<td>80pts</td>
</tr>
<tr>
<td>Presentations</td>
<td>10pts</td>
</tr>
<tr>
<td>Total</td>
<td>550pts</td>
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FINAL GRADES:

- A = 512-550
- A' = 495-511
- B+ = 479-494
- B = 457-478
- B- = 440-456
- C+ = 424-439
- C = 385-401
- F = 384 or below

ACADEMIC HONOR CODE: Students are responsible for familiarizing themselves with the UNCG policy on issues such as cheating, plagiarism, misuse of academic resources, falsification and facilitation
of dishonest conduct. Procedures and penalties related to these and other violations of the Academic Honor Policy are found in the undergraduate bulletin as well as via the following web site. http://academicintegrity.uncg.edu/. Any violation of the Honor Policy may result in failure of the assignment and subsequently the entire course.

**SPECIAL NEEDS:** UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services in 215 Elliott University Center, 334-5440, http://ods.dept.uncg.edu/ods@uncg.edu.

**ATTENDANCE POLICY:** Students are expected to attend and be an active participant in all sessions. No class participation more than 5 weeks will automatically result in F grade.

**LATE POLICY:** All work is to be turned in electronically in the format indicated and by the date and time posted for each assignment on Canvas. Excuses such as Internet connection failure will not be accepted; so plan ahead of time. If your work is submitted late, you will lose 30% of given points each day it is late. This late policy also applies to your exams and weekly threaded discussion participation.

**List of Reading Articles**


Discussion topic 1: Why are the manufacturers and retailers of apparel goods different from those who produce and sell other consumer goods (e.g., TV, cell phone, food. etc.)? (5pts)

Discussion topic 2: Is the characteristics of apparel industry different from the textile industry? If so, in what aspects the two industries are different? (5pts)

**Further reading:**


**WK 2 (Aug 29-Sep 4). Supply Chain Management: Challenges in the apparel industry___________**


Further reading:


WK 3 (Sep 5-Sep 11). Supply Chain Management: Postponement, Offshoring, Reshoring, & Lean or Agile?


Further reading:


WK 4 (Sep 12-Sep 18). Fast Fashion Business Model


**Further reading**


**WK 5 (Sep 19-Sep 25). Mass Customization ________________________________**


**Further Reading**


**WK 6 (Sep 26 - Oct 2). Competitiveness of US Apparel Industry __________________________**


Virginia. *Management Decision, 43*(6), 906-924.

**Further Reading**


**WK 8 (Oct 10 – Oct 16). Use of Technology in Retail Operation**


**Further Reading**


**WK 9 (Oct 17 - Oct 23). Multichannel Retailing and Social Media**


Further reading


Video Source: https://youtu.be/Kkk8vdk6FGk

WK 10 (Oct 24 - Oct 30). Niche Marketing, Masstige & Luxury Branding


WK 11 (Oct 31 – Nov 6). Environment Sustainability and Social Responsibility


Further reading


WK 12 (Nov 7 - Nov 13). Retail internationalization in the Apparel Industry


Further reading:


WK 13 (Nov 14 - Nov 20). Consumers and Retailing in Emerging Markets


Further Reading