CRS 701: LITERATURE AND THOUGHT IN CONSUMER, APPAREL AND RETAIL STUDIES
DEPARTMENT OF CONSUMER, APPAREL AND RETAIL STUDIES
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
SPRING 2015
MONDAYS; 6 – 8:50 P.M.
369 STONE BUILDING

PROFESSOR: Dr. Nancy Hodges
209 Stone Building
phone: 334-5250
email: njnelson@uncg.edu
Office Hours: 1:30-2:30 M and by appointment

COURSE DESCRIPTION:
Overview of concepts, frameworks, thought, and research within the domains of consumer, apparel, and retail studies. Emphasis on contemporary thinking and identifying opportunities and directions for future research.

STUDENT LEARNING OUTCOMES:
Upon completion of this course, the student will be able to:

- Describe streams of research pertinent to the areas of consumer, apparel, and retail studies.
- Define the domains of thought that comprise consumer, apparel, and retail studies.
- Identify and evaluate the studies that have significantly shaped thought and research within consumer, apparel, and retail studies.
- Evaluate and use strategies for locating extant sources when conducting a review of literature.
- Identify and define the different approaches used to conduct a literature review.
- Assess the consumer, apparel, and retail studies literature for trends, gaps, and potential research avenues.
- Synthesize the trends, gaps, and potential research avenues found within the literature with individual research interests.

CONTENT OUTLINE:
The course is focused on understanding literature and thought that shapes research in the field of consumer, apparel, and retail studies. Concepts and domains important to the development of thought within the field are discussed, as are the studies seminal to shaping knowledge in the field. Approaches to evaluating the literature and assessing knowledge within the domains are also discussed. Investigation of different approaches to conducting background research on a topic, including state of the art reviews and gap analyses, is an integral part of the course. Evaluation and discussion of different types of literature reviews will occur regularly to provide
students with examples of literature reviews, but also as a means for students to become familiar with the range of knowledge produced within the field of consumer, apparel, and retail studies. Students will be expected to glean from the readings, papers and discussion the key components of evaluating, interpreting, and assessing research in the field. Students are then expected to apply and synthesize such knowledge within a review of literature pertinent to their own research interests.

**EVALUATION:**

**Discussion Participation and Leadership**

The course is conducted in seminar format, with several content related readings assigned for discussion each week. Each student will be assigned discussion leadership on a rotating basis. This involves presenting the key issues pertaining to the research and domain dealt with in the particular reading. This also involves developing questions to lead the discussion and facilitate dialogue about the reading.

Learning is emergent in this course, in that it is the result of reading and discussing the ideas and concepts that surface within the articles. Students will also learn from each other, through discussion of the readings, assignments, and sharing experiences with writing each short paper as well as the term paper. It is therefore expected that ALL students will contribute to the discussion each night. Do not underestimate the impact that lack of participation has not just on one’s grade, but on the overall learning outcomes that one gains from being actively engaged in discussion.

**Papers and Presentation**

Four short papers (5-7 pages maximum) and a term paper (25-30 pages) are required. Each of the short papers will address an aspect of or approach to evaluating and reviewing literature within consumer, apparel and retail studies, and specifically relative to the student’s topic of interest. Each student will present/share one short paper during class discussion on a date assigned by the Professor. This sharing provides all students with further depth to the literature than can be covered by weekly readings alone. Short papers should provide concise discussion of sources pertinent to the research topic, and will be evaluated for the effective use of strategies for locating, summarizing, and organizing these sources. A detailed explanation of expectations, objectives, and evaluation of each of the papers will be provided.

A final term paper that integrates each of the four short papers is required. The term paper should illustrate depth of investigation into the literature on the topic and highlight areas of potential further research. The term paper will be evaluated for depth of perspective and integration of issues covered in the course. **APA guidelines must be followed in the preparation of the paper and an abstract must be included.** Students are also expected to follow APA guidelines for referencing ideas and/or citations taken from published work. A presentation of the topic during class time is also required. Each student will work with the Professor to determine an appropriate topic for examination. Presentations will occur during the final class meeting.
Evaluation
The breakdown for evaluation is as follows:

- 100 points (20%) Discussion participation and leadership
- 50 points (10%) Short Paper #1: Seminal Works
- 50 points (10%) Short Paper #2: State of the Art
- 50 points (10%) Short Paper #3: Gap Analysis
- 50 points (10%) Short Paper #4: Future Research Avenues
- 200 points (40%) Term paper and presentation

Total possible points = 500. Grades will be assigned on a scale of A, A-, B+, B, B-, C+, C, and F. Late work (with the exception of the term paper) will be accepted up to two weekdays after the assigned due date, but will be penalized an automatic reduction of one full grade prior to evaluation. Work submitted after the two weekday grace period will not be accepted. No late term papers will be accepted, regardless of reason. Absences, late arrivals and early departures will count against the total participation points.

The UNCG Academic Integrity Policy States: “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and will not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

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.
Tentative Course Outline

Week One: January 12
- Introductions
- Course overview
- Assign discussion leaders

Week Two: January 19
No Class: MLK day

Week Three: January 26
Topics:
- Jackson Library
- Locating relevant sources

Required Readings:

Assignment for January 26:
- Locate three journal articles pertinent to your topic or potential topic, summarize them in one page and bring the summary to share with the class on February 2.

* No discussion leader

Week Four: February 2
Topics:
- Domains of thought and research streams
- Discussion of assignment: Summary of three journal articles
- What is a literature review?

Required Readings:

***WEEK 4 Continued on Next Page***
Assignment for February 9:
- Read and critique the sample literature review provided on Blackboard. Bring your written critique to class for discussion on February 9.

Week Five: February 9
Topics:
- Summarizing and analyzing the literature
- Discussion of Sample Literature Review

Required Readings:

Week Six: February 16
Individual meetings to discuss paper topic

Week Seven: February 23
Topics:
- The Classics: Part I

Required Readings:
- Fashioning Identity (Chapters 4 and 5)
- The F Word (Chapter 6)
- Fashion as Collective and Consumer Behavior (Chapter 8)

Week Eight: March 2
DUE: Short Paper #1: Seminal works
Topics:
- The Classics: Part II
- Discussion of Short Papers (Jennifer, Lina)

Required Readings:

***WEEK 8 Continued on Next Page***


**Week Nine: March 9**
No Class: Spring Break

**Week Ten: March 16**

*Topics:*
- State of the Art: What Do We Know?

*Required Readings:*


**Week Eleven: March 23**

**DUE: Short Paper #2: State of the Art**

*Topics:*
- State of the Art: What Do We Know?
- Discussion of Short Papers (Bharath, Tara, Daphne)

***WEEK 11 Continued on Next Page***
Required Readings:

**Week Twelve: March 30**
No Class

**Week Thirteen: April 6**
Topics:
- Gap Analysis: What Do We Not Know?

Required Readings:

**Week Fourteen: April 13**
DUE: Short Paper #3: Gap Analysis
Topics:
- Discussion of Short Papers (Wendy, Angela, Mook)
- Writing the literature review

Required Readings:

***WEEK 14 Continued on Next Page***


**Week Fifteen: April 20**

**DUE: Short Paper #4: Future Avenues**

*Topics:*

- Potential Research: What Could We Know?
- Discussion of Short Papers (Hongjoo, Areti)

*Required Readings:*


**Week Sixteen: April 27**

- Presentations
- Wrap-up

**Final Term Papers DUE by 5:00 p.m. on Friday May 1, 2015**