The University of North Carolina at Greensboro
The Bryan School of Business and Economics
Department of Consumer, Apparel, and Retail Studies

CRS 712: Theory Development in Consumer, Apparel, & Retail Studies
Spring 2017
Monday 6:00-8:50 PM, 244 Stone Building

INSTRUCTOR

Dr. Jin Su
Email: j_su@uncg.edu
Office: 214 Stone Building
Office Phone: 336-256-0290
Office Hours: Monday & Friday: 12:10 – 1:10pm
Or by appointment

COURSE DESCRIPTION

Examination of theories used in consumer, apparel, and retail studies. Analysis of theories, models, and conceptual frameworks. The course is all about RELEVANT preparation to be an academic professional with a mature and deep understanding of the role of theory in academia.

REQUIRED TEXT

Readings will be distributed during class or available electronically on Canvas.

GENERAL EDUCATION WRITING INTENSIVE STUDENT LEARNING OUTCOME

Students will be able to write in genres appropriate to the discipline(s) of the primary subject matter of the course.

STUDENT LEARNING OUTCOMES

Upon completion of the course, students should be able to:

- Use correct theory terminology
- Explain and define philosophy, theory, and paradigm
- Describe and explain theory development
- Identify and define the elements of a theory
- Explain the function of a theory
- Compare and contrast common research paradigms and theories
- Discuss the process of concept development and explain how concept development contributes to theory development
- Discuss the process of statement development and explain how statement development contributes to theory development
- Examine the literature to identify theories that support a research area of interest
- Assess theory using multiple accepted criteria

ATTENDANCE POLICY AND MAKE-UP WORK

Class attendance and class participation are essential to your success in this course. Extensive absence from class will significantly affect your grade. Opportunities for deadline extensions and make-up exams will only be given to those who have a documented, University-approved excused absence (e.g., family death, illness with doctor’s note).

ASSIGNMENT REQUIREMENTS

Written Assignments: All documents must satisfy the requirements as follows:
- typed and printed on printer,
- stapled,
- double-spaced,
- 10-12 font,
- 1-inch margins on all sizes,
- title of assignment centered on first page,
- use of header containing student name at left side and due date on right side,
- use of appropriate page number,
- appropriate citation for all references and quotations (APA style in the Publication Manual of the American Psychological Association, 6th edition),
- accurate spelling and grammar.

Citation Guides: APA Style on the webpage of UNCG Libraries (University Libraries—Research Guides—Citation Guides—APA Style):
http://uncg.libguides.com/citation/apa

The Writing Center at UNCG provides some information about APA Style:
https://writingcenter.uncg.edu/writing-assistance/grammar-and-usage/

GRADING POLICY

Your grade will be determined entirely by your performance throughout the semester. Therefore, I cannot adjust grades due to factors outside of the course (e.g., GPA trouble, work conflicts, personal problems, etc.). Please feel free to come and speak with me about your performance in the course at any time during the semester. However, do not tell me that you need a certain grade or ask for extra assignments for the purpose of raising a grade. I have to treat everyone fairly.
Your final course grade will be based upon:

**Assignment (5 X 16 points = 80 points)**
- A separate handout describing each of the assignments will be distributed.

**Application of Theory in Research: Theoretical Perspectives for CARS Research (100 points + 20 points for presentation = 120 points)**
- You will be required to **select an area** related to consumer, apparel, and retail studies.
- You will conduct a literature search/review and research the relevant theories that are used in the area you select.
- Your paper is supported by analysis and synthesis of current facts, data and research literature.
- A separate handout describing this assignment as well as due date will be distributed.

**Theory Review Paper (100 points + 25 points for presentation = 125 points)**
- You will be required to **select a theory** that has been used in an area related to consumer, apparel, and retail studies.
- You will thoroughly research it and write a comprehensive literature review/critique of that theory. The review paper will be concluded with an explanation of how that theory is an appropriate theory base for a specific research topic of your choosing.
- A separate handout describing this assignment as well as the due date for this assignment will be distributed.

Your Final Grade (%) = Total points you have earned / 325

The letter grade breakdown is shown below:

- 325 to 303 pts (100-93%) = A
- 302 to 293 pts (92-90%) = A-
- 292 to 283 pts (89-87%) = B+
- 282 to 270 pts (86-83%) = B
- 269 to 260 pts (82-80%) = B-
- 259 to 251 pts (79-77%) = C+
- 250 to 238 pts (76-73%) = C
- 237 to 228 pts (72-70%) = C-
- 227 to 218 pts (69-67%) = D+
- 217 to 205 pts (66-63%) = D
- 204 to 195 pts (62-60%) = D-
- Below 195 pts (59-0%) = F

**Incomplete (for entire course)**

Grades of incomplete will only be given to those students who have participated fully in the majority of the class and are under extenuating circumstances of which the instructor must be notified and provided adequate documentation of the excuse. An option to receive an incomplete will be at the discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student.
that specifies the work to be performed and an according timetable for completion must be submitted.

ACADEMIC INTEGRITY

Students will be expected to do his/her own original work for exams and assignments. 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. Therefore, DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE by participating in, or facilitating, any act of academic dishonesty.

SPECIAL NEEDS AND ACCOMMODATIONS

Please speak with us as soon as possible regarding any special needs or special accommodations that you require.

Accommodations: UNC-Greensboro 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 Elliot University Center (EUC) or call 334-5440, or visit its website at http://ods.dept.uncg.edu, ods@uncg.edu. Please discuss your needs with us so that reasonable accommodations can be made.
# CRS 712: Theory Development in Consumer, Apparel, & Retail Studies

## Course Topics and Tentative Course Schedule for Spring 2017

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>01/23 M</td>
<td>Course Introduction&lt;br&gt;Science &amp; Research&lt;br&gt;What is knowledge?&lt;br&gt;What is science?</td>
<td></td>
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<tr>
<td>2</td>
<td>01/30 M</td>
<td>Science &amp; Research:&lt;br&gt;What is research?&lt;br&gt;How do we do research?</td>
<td>Assignment #1 Due</td>
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<tr>
<td>3</td>
<td>02/06 M</td>
<td>Theories&lt;br&gt;What is a theory?&lt;br&gt;Why are theories important?&lt;br&gt;What are the parts of a theory?</td>
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<tr>
<td>4</td>
<td>02/13 M</td>
<td>Concepts</td>
<td>Assignment #2 Due</td>
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<tr>
<td>5</td>
<td>02/20 M</td>
<td>Statements</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>02/27 M</td>
<td>Theories&lt;br&gt;How are theories used in research?</td>
<td>Assignment #3 Due</td>
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<tr>
<td>7</td>
<td>03/06 M</td>
<td>Application of Theory in Research: Theoretical Perspectives for CARS Research</td>
<td>Outline of the Application of Theory Paper Due</td>
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<tr>
<td>8</td>
<td>03/13 M</td>
<td>(No Class) Spring Break</td>
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<tr>
<td>9</td>
<td>03/20 M</td>
<td>Application of Theory in Research: Theoretical Perspectives for CARS Research</td>
<td>Application of Theory Paper Due</td>
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<tr>
<td>10</td>
<td>03/27 M</td>
<td>Application of Theory in Research: Theoretical Perspectives for CARS Research</td>
<td>Assignment #4 Due</td>
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<tr>
<td>11</td>
<td>04/03 M</td>
<td>Student Presentations</td>
<td></td>
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<tr>
<td>12</td>
<td>04/10 M</td>
<td>Deductive Theory Development&lt;br&gt;Theory of Reasoned Action</td>
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<tr>
<td>13</td>
<td>04/17 M</td>
<td>Inductive Theory Development&lt;br&gt;Grounded Theory</td>
<td>Assignment #5 Due</td>
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<td>14</td>
<td>04/24 M</td>
<td>Theory Review Paper</td>
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<td>15</td>
<td>05/01 M</td>
<td>Theory Review Paper</td>
<td></td>
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<tr>
<td>16</td>
<td>05/08 M</td>
<td>Final Exam Time 7:00-10:00PM&lt;br&gt;Student Presentations</td>
<td>Theory Review Paper Due on 05/08</td>
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The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.