

The University of North Carolina at Greensboro  
The Department of Consumer, Apparel, and Retail Studies  
**CRS 620 Analysis of Apparel and Related Industries**  
*Online*

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**FACULTY:** Dr. Jarrod Hyman ([jdhyman@uncg.edu](mailto:jdhyman@uncg.edu))

Office Hours by appointment.

**COURSE DESCRIPTION:** Analysis of the changing apparel industry discussing drivers and barriers 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. 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, papers, and term project.

**TWO MEETING SESSIONS:** We will have two mandatory face-to-face meetings during the semester. However, if you cannot come to the meeting, you can join the meeting through WebEx. Please plan your work schedules considering these sessions. Additional information will be provided on using WebEx.

1<sup>st</sup> meeting: Week 1 Course overview- tentatively 8/17, time TBD

2<sup>nd</sup> meeting: Week 16 Presentation- Date/Time TBD

Tentative Schedule

Week/Start Date	Topic	Notes
1	August 14 <sup>th</sup> <b>IN PERSON INTRO MEETING 8/17</b> <b>Course Overview</b>	
2	August 20 <sup>th</sup> Part I: Characteristics of Apparel Industries	
3	August 27 <sup>th</sup> Part II: Macro Forces of Change Urbanization	
4	September 3 <sup>rd</sup> Gen Z	
5	September 10 <sup>th</sup> Aging Population	
6	September 17 <sup>th</sup> AI	
7	September 24 <sup>th</sup> Part III: Strategies in Apparel Mass Customization <b>MID TERM PROPOSAL PAPER DUE 9/28/18</b>	
8	October 1 <sup>st</sup> Craft & Niche	
<b>9</b>	<b>October 8<sup>th</sup></b> <b>Fall Break</b>	<b>ENJOY!!</b>
10	October 15 <sup>th</sup> Sustainability and Social Responsibility	
11	October 22 <sup>nd</sup> Social Media	
12	October 29 <sup>th</sup> Amazon Effect	
13	November 5 <sup>th</sup> Part IV: Globalization Building Global brands	
14	November 12 <sup>th</sup> Retail Internationalization in Apparel	
<b>15</b>	<b>November 19<sup>th</sup></b> <b>THANKSGIVING WEEK</b>	
16	November 26 <sup>th</sup> Consumers and Retail in Emerging Markets <b>PRESENTATION WEEK</b>	
	December 3 <sup>rd</sup> <b>FINAL PAPER DUE 12/7/18</b>	

**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 2 starts Aug 20 (Mon) 9:00am and ends Aug 26 (Sun) midnight (11:59pm).

1. **Weekly threaded discussion participation** (195pts) Students are expected to participate much like they would in a face to face class. Instructor will post two discussion questions (DQs) per week that relate to that week’s content. You must post your own response to each question (5pts x 2 questions= 10pts). In addition, you must respond to one post from your peers with your thoughts, challenges, builds, and commentary (5pts x 1 response= 5pts). Each week, you can receive a max of 15pts for participating in article discussion. Throughout each week I will be reading responses and sending you “probes” or follow up questions to what you have written. These additional questions **DO NOT** count as your 5pt response to your classmates, but rather will be factored into the 10pts for your original answers to the DQ’s for that week.

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 be aware that if everybody posts their original response on Sunday, you may not have enough time to post responses to the posting of your classmates. This will prevent us from active learning.

Note: If you use iPad, iPhone 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 iPad, iPhone or Mac cannot serve an acceptable reason for not posting.

**2. Term Paper 1: Proposal (100pts):** You will be assigned to a “company/brand” at the beginning of the semester. Your midterm paper is a proposal that you will create for the leaders of your organization. Your task in this proposal is to convince leaders of your organization to provide funding to investigate and build strategy for 3 key factors that you feel will have a large impact on the future of your brand/company in the apparel industry. As such, this assignment will require an integrative analysis for the 3 key factors that you choose, and an action plan that details how you’ve determined to proceed with your investigation of the 3 key factors. A detailed instruction and evaluation rubric will be provided to you.

**3. Term Paper 2: Strategy Document (100pts):** Now that you have convinced leadership of the importance of the 3 factors you have chosen; the proposal has been accepted and you need to create a strategy for your business to address the 3 key factors that you previously identified. This final assignment will require you to understand and synthesize various information from the course and identify how these 3 key factors impact one another and how you plan to solve for them. This is a creative assignment and should challenge your thinking finding new solutions in a changing environment. A detailed instruction and evaluation rubric will be provided to you.

**4. Presentation (50pts):** You will be required to formally present your business strategy to the class in the final week of the semester during our 2<sup>nd</sup> in person meeting. 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:**

Weekly Discussion and participation	195 pts
Term Paper 1- Proposal	100 pts
Term Paper 2- Strategy Document	100 pts
Presentation	50 pts
<b>Total</b>	<b>445 pts</b>

**FINAL GRADES:**

A = 400-445 pts

B = 356-399 pts

C = 311-355 pts

F= 310 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.