

CRS 682: GRADUATE SEMINAR (ONLINE)
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
FALL 2018

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Office Hours: By appointment

REQUIRED TEXTBOOK AND MATERIALS:

- American Psychological Association. (2009). *Publication manual of the American Psychological Association (6th ed.)*. Washington, D.C.: APA.
- The Consumer, Apparel and Retail Studies, *Graduate Student Handbook* available on Canvas and the CARS website (www.uncg.edu/crs).
- Other assigned readings available through Canvas.
- Computer with a reliable internet connection and functioning camera.

STUDENT LEARNING OUTCOMES:

On completion of this course, the student will be able to:

1. Identify the responsibilities and expectations involved in pursuing a graduate degree.
2. Assess appropriate writing styles and referencing in written examples of research.
3. Discuss the ethics of conducting research with human participants.
4. Evaluate examples of published research.
5. Summarize the diverse approaches to research and research topics examined in consumer, apparel and retail studies.

CONTENT OUTLINE:

This three credit hour course is delivered online and is organized as a means to familiarize graduate students with the processes and procedures of graduate studies. Expectations and guidelines for theses, dissertations and practicum projects are discussed.

COURSE REQUIREMENTS AND EVALUATION:

All course documents are accessed through Canvas. If you experience difficulty accessing the course through Canvas, please notify Dr. Hodges immediately. Discussion posts are also done through Canvas. Students are expected to participate in all online discussion and activities and to complete all assigned readings or tasks prior to the deadlines established for online posting. Please use common courtesy when posting and responding to posts of other students in the course. Although it is common for individuals to hold different opinions on a subject, extremely negative or hostile comments will result in removal from the discussion and a reduction of the course grade.

Assignments include:

1) Written assignments (40%). Students will be assigned four short assignments worth 50 points each and consisting of: (1) completion of IRB Certification, (2) draft of an abstract along with peer review of an abstract, (3) a summary of 4 resources for the final paper, and (4) a synopsis of a CARS faculty member's research program. Directions for each assignment will be provided.

2) Research Interest Paper with Presentation (40%). A paper that addresses an area of research or topic of interest to each student is required. This paper is worth 150 points and must include an abstract and reference list per APA style, as well as brief discussion of potential CARS committee members based on faculty expertise. A presentation of the paper is also required and worth 50 points. More specific guidelines will be provided.

3) Class Participation (20%). Students are expected to contribute to the class based on their analysis of the readings and their own experiences, when applicable. Class participation is worth a total of 100 points and will primarily be assessed via online communications through Canvas and completion of required quizzes for the powerpoint lectures.

NOTE: Most weeks require a review of a powerpoint covering the week's topics. However, class meetings will also occur during the semester. **A functioning computer with camera and microphone is needed in order to participate.**

EVALUATION AND GRADING:

Grades will be based on the evaluation of the following: (1) submission of four written assignments (40%); (2) submission of a research interest paper and presentation (40%); and (3) participation in all online discussions, including the completion of quizzes and posting of responses to questions, written critiques, class meetings, as well as discussion prompts in a timely manner (20%).

A = 94 - 100%

A- = 90 - 93%

B+ = 87 - 89%

B = 83 - 86%

B- = 80 - 82%

C+ = 77 - 79%

C = 70 - 76%

F = 69% or below

Late work (with the exception of the required discussion posts and Research Interest 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. Discussion posts posted after the due date will not be counted. No late Research Interest papers will be accepted, regardless of reason. This includes papers that may have been submitted on time but the file will not open or is unreadable due to technical problems.

ACADEMIC INTEGRITY POLICY:

Each student is required to adhere to the UNCG Academic Integrity Policy on all work submitted for the course. The UNCG Academic Integrity Policy can be found at <http://academicintegrity.uncg.edu/complete/>.

TENTATIVE COURSE OUTLINE

NOTE: All posts and/or assignments are to be submitted online and are due by 11:59 p.m. Eastern time on Sunday evenings unless otherwise noted.

Week One: August 14-17

Topics:

- Course overview

Tasks:

- Review: the course syllabus and expectations and post (optional) any questions to the discussion board by deadline on 8/19.
- Review: the Research Interest Paper handout and post (optional) any questions to the discussion board by deadline on 8/19.

Week Two: August 20-24

Topics:

- Graduate Studies: Expectations and Process

Tasks:

- Read: the Consumer, Apparel and Retail Studies, *Graduate Student Handbook* available on Canvas.
- Post (required): three comments or questions (What did you learn? What questions do you still have?) to the discussion board by deadline on 8/26).

Week Three: August 27-31

Meeting #1: Day and time TBD

Topics:

- Graduate Studies: Expectations and Process (continued)

Tasks:

- Read Chapters 1 and 2 in the *APA Manual* and successfully complete quiz (available by 2 p.m. on Monday 8/27).

Week Four: September 3-7

Labor Day Holiday 9/3

Topics:

- Getting started with the research process
- Considering ethics in research with human participants

Tasks:

- Review: powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Tuesday 9/4 to account for the Labor Day holiday).

Week Four continued on next page

- Read:
 - Orcher, L. *Chapter 1: Selecting Tentative Topics for Empirical Research*. Available in Week Four Module on Canvas
- Access a recent CARS thesis or dissertation online via the UNCG library (MS non-thesis students can access examples of projects from Dr. Hodges). Review chapters 1 and 2 in preparation for week 5.
- Post (required) two things that you learned from the thesis, project or dissertation about selecting a research topic and Post (required) a response to one peer's post.
- Begin work on IRB certification through CITI modules.

Week Five: September 10-14

Topics:

- Defining a research problem
- Reviewing the literature

Tasks:

- Review: powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday 9/10).
- Read (available in Week Five Module on Canvas):
 - Pan, L. *Chapter 2: Selecting a Topic for Review*.
 - Orcher, L. *Chapter 2: Locating Literature and Refining a Research Topic*.
 - Galvan, J. *Chapter 7: Building Tables to Summarize Literature*.
- Review: chapter 3 of the thesis, project, or dissertation that you accessed through the library or from Dr. Hodges in preparation for week 6.
- Post (required) a brief summary of the research methodology used in the thesis, project or dissertation and Post (required) a response to a peer's summary.
- Continue work on IRB certification through CITI modules.
- **Due: Approval by Dr. Hodges of your Research Interest paper topic by deadline on 9/16.**

Week Six: September 17-21

Topics:

- Research methodology
- Methodological frameworks

Tasks:

- Review: powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday 9/17).
- Read (available in Week Six Module on Canvas):
 - Pyrczak, F. *Appendix A: Quantitative and Qualitative Research*
 - Pyrczak, F. & Bruce, R. *Chapter 9: Writing Method Sections*.
- Continue work on IRB certification through CITI modules.
- Begin work on Reference Summary assignment with approval of Research Interest paper topic.

Week Seven: September 24-28

Topics:

- Writing and evaluating research:
 - Content
 - Organization and structure
 - Style

Tasks:

- **Review:** powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday 9/24).
- **Read:**
 - Orcher, L. *Chapter 27: Writing Reports of Empirical Research*. Available in Week Seven Module on Canvas
- **Continue work** on Reference Summary assignment.
- **Due: Complete CITI Certification for Research with Human Participants and submit by deadline on 9/30.**

Week Eight: October 1-5

Topics:

- Writing an abstract

Tasks:

- **Review:** powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday October 1).
- **Read** (available in Week Eight Module on Canvas):
 - Pyrczak, F. & Bruce, R. *Chapter 13: Writing Abstracts*.
 - Pyrczak, F. *Chapter 3: Evaluating Abstracts*.
- **Write:** the draft of your paper abstract using the APA guidelines provided.
- **Due: Abstract draft due to peer selected by Dr. Hodges by 11:59 p.m. on Wednesday 10/10 (accounting for Fall Break, 10/8 and 10/9).**

Week Nine: October 8-12

Fall Break: Monday 10/8 and Tuesday 10/9

Tasks:

- **Read** Chapters 3 and 6 in the *APA Manual* and successfully complete quiz (available by 2 p.m. on Wednesday 10/10 to account for Fall Break).
- **Due: Reference Summary assignment by deadline on October 14.**

Week Ten: October 15-19

Topics:

- Referencing and citing sources

Tasks:

- **Review:** powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday October 15).

Week Ten continued on next page

- Read: Chapter 6 and review Chapter 7 in the *APA Manual* and successfully complete quiz (available by 2 p.m. on Monday October 15)
- Read:
 - Galvan, J. *Chapter 13: Preparing a Reference List*. Available in Week Ten Module on Canvas
- Evaluate peer's abstract based on APA guidelines.
- **Due: One page written evaluation of abstract for peer due to peer and Dr. Hodges by deadline on 10/21.**

Week Eleven: October 22-26

Topics:

- Publishing and presenting research

Tasks:

- Review: powerpoint covering the week's topics and successfully complete quiz (available by 2 p.m. on Monday October 22).
- Review: final chapters in the thesis, project, or dissertation that you accessed through the library or from Dr. Hodges in preparation for week 12.
- Post (required) a summary of what interested you the most about the findings of the thesis, project or dissertation and Post (required) a response to one peer's post.
- Select one CARS Graduate Faculty person and begin work on a written synopsis of his or her scholarship program according to the guidelines provided.

Week Twelve: October 29-November 2

Topics:

- Completing the thesis, practicum, or dissertation: Some things to consider

Tasks:

- Review: powerpoint covering the week's topic and successfully complete quiz (available by 2 p.m. on Monday October 29).
- Read (available in Week Twelve Module on Canvas):
 - Pyrczak, F. & Bruce, R. *Chapter 11: Writing Analysis and Results Sections*
 - Pyrczak, F. & Bruce, R. *Chapter 12: Writing Discussion Sections*
- **Due: Synopsis of selected CARS Graduate Faculty member's research program by deadline on 11/4.**

Week Thirteen: November 5-9

Tasks:

- Continue work on Research Interest paper and presentation.

Week Fourteen: November 12-16

Meeting #2: Day and time TBD

Tasks:

- **Due: Research Interest presentation during scheduled meeting session.**
- Continue work on Research Interest paper for November 25 submission.

Week Fifteen: November 19-23

Thanksgiving Break

Tasks:

- Complete Research Interest paper

DUE: Research Interest Paper submitted electronically by **11:59 p.m. on Sunday 11/25.**
See guidelines.