



THE UNIVERSITY *of* NORTH CAROLINA
GREENSBORO

Consumer, Apparel and Retail Studies
Course Syllabus
CRS 262 Fashion Marketing
Spring 2019

CREDITS: 3 Credit Hours

INSTRUCTOR INFORMATION:

Instructor: Anne Mitchell Wood, M.S.
Office: 353 Stone
Office hours: Tuesday/Thursday, 11:00 to 12:30 PM, and by appointment
Phone: 336-256-0272
E-mail: acmitch2@uncg.edu

CATALOG DESCRIPTION:

Integrated marketing communication approach to consumer, apparel, and retailing communication issues. Special emphasis put on professional oral and visual communication of advertising and promotional concepts.

REQUIRED TEXT/MATERIALS:

Rath, P.M., Petrizzi, R. & Gill, P. (2012). Marketing Fashion: A Global Perspective. New York, NY: Fairchild Books.

-3x5 note cards-bring with you to class every day
-notebook paper-bring with you to class every day

STUDENT LEARNING OUTCOMES:

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

- Understand IMC terminology and principles
- Apply IMC terminology and principles to CARS issues
- Critique the current IMC efforts of apparel retailers

- Develop effective IMC strategies for an existing business
- Create an implementation plan for an existing business' IMC
- Evaluate the eco

TEACHING METHODS AND ASSIGNMENTS FOR ACHIEVING LEARNING OUTCOMES:

This course will be a combination of learning styles, including but not limited to presentations, group discussions and in class assignments, independent work and a group project.

EVALUATION AND GRADING:

Course Structure

Quizzes (25%)

- Five quizzes will be given on Canvas to reinforce the material and as a study guide for the exams.
- Each quiz will cover assigned textbook readings and concepts and activities presented during in-class lectures leading up to the exam.

Exams (20%)

- There will be a timed online midterm and final exam during the semester. These exams are not cumulative. They will cover all of the material noted above in quizzes. You are responsible for all material whether you attended class or not.
- A missed exam may not be made up.

Attendance/In class activities (15%)

- In-class activities will occur throughout the semester and may or may not involve an outcome to be turned in and points recorded by the professor.
- As these activities are done during class time, they cannot be made up.
- Each student is expected to share your thoughts, ideas, experiences, and opinions during class discussions.

Creative Ads (20%)

- You'll have the opportunity to design your own ads using some of the principles we learn about in class. This is to give you a chance to be creative and explore how you might address some of the challenges of marketers today (i.e. knowing your target market, grabbing attention, communicating the 'one main idea')

- You will work independently and in groups to create these ads. A knowledge of Photoshop/Illustrator is not necessary to complete these ads, but it will make the final product look more professional if you do and will augment your grade.
- Attendance will be taken on all group workdays. 5 points will be deducted from that Creative ad grade for each absence.

Marketing Project/Group work (20%)

- You will be required to complete one group-marketing project during the course of the semester.
- A separate handout describing this assignment as well as the due dates for the various parts of the assignment are included in the weekly schedule at the end of the syllabus.
- Attendance will be taken on all Group workdays. 5 points will be deducted from your final grade for each absence.

Final Grading

Exams (2)	200 points
Quizzes(5)	250 points
Creative Ads (5)	200 points
In Class Activities (TBD)	150 points
Group Marketing Project (1)	200 points
 Total:	 1000 points

Grading Scale:

A = 93 - 100	B = 83 - 86	C = 73-76	D=63-66
A- = 90 - 92	B- = 80 - 82	C-=70-72	D-=60-62
B + = 87 - 89	C += 77-79	D+=67-69	F=Below 60

ACADEMIC INTEGRITY POLICY:

CARS STATEMENT ON ACADEMIC INTEGRITY: 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 shall 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 the sanctions should you violate the policy in any manner.

ACADEMIC HONOR CODE: All students are expected to know and abide by the UNCG Academic Honor Code. See: <http://academicintegrity.uncg.edu/complete/> for a statement of UNCG’s Academic Honor Code.

Professionalism

A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, and clients is very important. Honesty and independent work is expected on all assignments. Students are encouraged to seek advice from the instructor when needed, in a timely manner in order that sufficient time is given to resolve problems or complete assignments.

ATTENDANCE POLICY:

Class attendance is required. As outlined in the UNCG Undergraduate Bulletin:

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Attendance is defined as (1) being in class, (2) on time, and (3) staying for the entire period. Hence, arriving late and/or leaving early without prior notice to the professor will be treated as an absence. The student is responsible for all material covered in class, regardless of the reason of absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Written documentation of the excused absences must be presented to the instructor during scheduled office hours within 1 week. It is your responsibility to initiate, follow up and keep records of this. Personal problems are not considered grounds for an excused absence unless documented by a physician's statement.

An excused absence, as defined by the University, is a verified illness, family emergency, religious observance, or University sponsored event. A doctor's note or letter from an appropriate person will be considered verification for an excused absence. **An excused absence must be reported to the instructor prior to the class meeting by note, telephone, or e-mail to be accepted as an excused absence.** An incomplete will only be given for documented illness or death in the family.

An excused absence is not an excuse for a late assignment. Late assignments will only be accepted within 48 hours of the due date WITH an excused absence, and will incur a one-letter grade deduction.

EXPECTATIONS FROM STUDENTS:

- Come prepared for every class.
- Complete work on time and in the format prescribed
- Treat everyone with respect – the classroom is an open forum for discussion.
- Proofread and edit all work before turning it in.
- **NO TEXTING, CELL PHONE USE, HEADPHONES or ONLINE ACTIVITIES other than note taking while in class other than assigned tasks. Excessive disruption of any kind can and will result in removal from the course at any point in the semester.**
- Participate fully in class discussions

The professor reserves the right to alter the syllabus if needed. Students will be notified verbally and in written form (email/ Canvas) should such a situation arise.

CLASS LECTURES: The textbook while useful will not be the only source of information for this class. It is important that the student listens and takes notes during this class. Class lectures are intended to enrich or supplement the assigned readings and class activities. They are NOT intended to summarize or substitute for the reading or class activities.

CARS Department Statement on Student Conduct and Complaint Behavior:

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program. Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

TOPICAL OUTLINE/CALENDAR SPRING 2019:

Date	Topic	Readings & Items Due
1/15	Course Introduction—Review Syllabus and Course requirements Creative Ads overview	Read the syllabus
1/17	Chapter 1 : An introduction to Fashion Marketing/Developing and Maintaining profitable customer relationships	Read Chapter 1
1/22	Chapter 2: Participation in the Global Marketplace	
1/24	Chapter 2 (continued)	Read Chapter 2
1/29	Chapter 3: Understanding fashion consumers and business buyer behavior	Quiz due (Chapters 1/2)
1/31	Chapter 3 (continued)	Read Chapter 3
2/5	Chapter 4: Creating a company marketing strategy	
2/7	Chapter 4 (continued)	Read Chapter 4
2/12	Chapter 5: Obtaining and using fashion marketing information	Quiz due (Chapters 3/4)
2/14	Chapter 5 (continued)	Read Chapter 5
2/19	Chapter 6: Target Marketing	
2/21	Chapter 6 (continued)	Read Chapter 6
2/26	Chapter 14: Fashion Advertising Instructions for Creative ad #1	Quiz due (Chapters 5/6)
2/28	Group work-creative ad #1	Creative Ad #1 Due
Wk of 3/5	Spring Break	No Classes this week

3/12	Out of the Box marketing Creative ad #2 instructions	Midterm Exam #1 opens 3/12 9:30am Chapters 1-6
3/14	Creative concepting	
3/19	Group work-creative ad #2	Midterm Exam #1 Due 11:59pm Chapters 1-6 Creative Ad #2 Due
3/21	Chapter 7: Branding Strategies Creative ad #3 instructions	
3/26	Chapter 7 (continued) Group work-creative ad #3	Read Chapter 7 Creative Ad #3 Due
3/28	No Class due to CARS advising days	
4/2	Chapter 9: Price and Customer Value	
4/4	Chapter 12: Promoting Fashion	Read Chapter 9
4/9	Chapter 12 (continued) Creative ad #4 instructions- independent work	Quiz Due (Chapters 7/9)
4/11	Group work-Final Project	Creative ad #4 Due Read Chapter 12
4/16	Group Project Meetings in class Creative ad #5 instructions	
4/18	Chapter 14: Sales Promotion/PR	Read Chapter 14
4/23	Industry Summit-No Class!	Extra credit for attendance! Quiz Due (Chapters 12/14)
4/25	Group work-Creative Ad #5 and Final Project	Creative ad #5 Due
4/30	Group work-Final Project	
5/1	Fashion and the entertainment industry	Group Project and Peer Review due today!
5/3- 5/7	Final Exam opens at 8am 5/3 Due in Canvas by 3pm 5/7	Final Exam

