THE UNIVERSITY OF NORTH CAROLINA GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, & RETAIL STUDIES

CRS 582: SPECIAL PROBLEMS IN CONSUMER, APPAREL AND RETAIL STUDIES
STUDY TRIP/ONLINE • SPRING 2019

PROFESSOR: Dr. Trish Kemerly
EMAIL: twkemerl@uncg.edu
OFFICE: 357 Stone Building
HOURS: By appointment

REQUIRED TEXTS:
- Any additional readings will be available electronically on Canvas or through the library.

COURSE DESCRIPTION: This course is designed to engage students in understanding, analyzing and problem solving of consumer, apparel and retail issues. Emphasis will be placed on first hand discovery through travel to NYC and the NRF student summit, market appointments, retail shopping, museum visits and dialogue with industry professionals.

STUDENT LEARNING OUTCOMES: After completing this course, you will be able to:
- Understand challenges faced in retail operations from concepts to processes, strategies and techniques that are employed.
- Research strategies for operating effective and efficient retail operations, including but not limited to brick-and-mortar, online and omni-channel organizations.
- Solve operational, managerial and strategic problems by integrating critical thinking and practice.

ATTENDANCE:
Attendance in any course activities (in addition to the trip to NYC) 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.*
After the trip, we probably will not meet as a class except at the end of the semester, when I’d like to have an informal discussion with the group about your reflections on the trip and what you discussed in your retailer analysis paper. This meeting will be mandatory, and we will schedule it during the semester well in advance. Aside from that, we will have a few discussion forums online that you must contribute to, specifically in reference to the readings I’m assigning.

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. Written assignments that are late will only be accepted within 48 hours of due date (i.e., until 5 pm 2 days after assignment is due) and points will be deducted.

EXPECTATIONS:

- Be prepared.
- Complete work on time and in the format prescribed.
- Treat everyone with respect.
- Proofread and edit all work before turning it in.
- NO TEXTING, TWEETING, FACEBOOKING, IG-ing, SNAPCHAT/ONLINE CHATTING, etc., while in class or while we are meeting with various professionals. Pay attention and show them respect for their time.
- Participate fully in any class or online discussions.
- Try to absorb as much of this as you can! Take notes! It will be a busy trip, but hopefully one that give you some cool insights into the apparel industry.

EVALUATION:
Grades will be determined by the following components and distribution below. Detailed handouts for each part of the course will be provided as the course progresses.

Behavior/Participation/Journal in NYC 150
Preparation for NYC: Resume/10 Questions 50
Discussion forums 100
Retailer Analysis Paper 200

**TOTAL** 500 points

**Grading Scale**
Final letter grades will be determined from the percentage of points earned out of the total required points. The following percent scale will be used to assign grades:

A   = 100 - 93   B   = 86 – 83   C   = 76 – 73   D   = 69 – 67
B+  = 89 – 87   C+  = 79 – 77   D+  = 69 – 67   F   = Below 60
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.

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.

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.

ACCOMMODATIONS: 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 Elliot University Center, 336-334-5440. http://ods.dept.uncg.edu/services/

PREPARATION FOR NYC:

1. You must have an updated copy of your resume, with 10 copies/envelopes that you will bring with you to the NRF Summit.
2. You must have 10 prepared questions written at the beginning of your journal to potentially ask at NRF or market appointments.
3. You must purchase a journal (It can be a regular notebook, but I recommend one like the Moleskine brand which is a bit smaller—available at B&N or Amazon) that you will use to document the NY portion of our trip. All appointments/events, including the NRF summit, should be documented. You can jot brief notes during, then afterwards, write questions or observations you have about each experience. This will help you to identify problems, challenges and opportunities that you can use during the semester’s other assignments. Feel free to include sketches, business cards, photos, etc. to help document your trip.

COURSE SCHEDULE:
• Jan. 10-17: NYC trip!
• Jan. 25: Journals due to Dr. K. (I’ll give them back to you!)
• Feb 1: Discussion posts regarding WSJ articles due
• Feb 22: Discussion posts regarding New Rules of Retail due
• April 12: Retailer Analysis research paper due

The professor reserves the right to alter this syllabus if needed. Students will be notified verbally and/or in written form (email/ Canvas/handout) should such a situation arise.
CARS NEW YORK CITY STUDY TOUR
JANUARY 2019
EXPECTATIONS & GUIDELINES

While we are in New York City, we are not just enjoying the city and all it has to offer, we are also representing the University of North Carolina at Greensboro and the Department of Consumer, Apparel and Retail Studies. Therefore, you will be expected to:

- Be on time for all scheduled appointments and departure times. Missing an appointment is unacceptable and will be reflected in your grade for this course.

- Act and dress professionally for all scheduled appointments. You don't have to be in a suit, but you should look like you may be meeting a potential future internship director or future employer. Note that it is crucial to wear comfortable shoes as you will be walking much more than normal, so please be mindful of this when packing. Extreme heels or brand new shoes are not a good idea.

- Behave responsibly when not attending scheduled appointments and during free hours.

- Don't go anywhere alone. Have at least one other person with you, unless you are meeting a family member locally and have pre-arranged with your professor.

- Be aware of your surroundings and purses/valuables, especially in crowded areas or subways. Pickpockets are common in NYC, and we don't want anyone in our group to fall victim.

- Know the name and address of the hotel where we are staying. It's the Double Tree Times Square South (341 W 36th St, between 8th and 9th Ave.).

- During free hours, make sure that Dr. Kemerly is aware of your intended destinations and return times, just in case.

- You must be back to the hotel no later than 2am on any given evening; otherwise, you won't be fit to participate the next day. I will give you a time when we will meet downstairs in the hotel each morning and then we'll leave together, so being late is unacceptable – we WILL leave without you, and I will be very unhappy with you if that is the case.

- Please respect ALL hotel rules, and if you are coming in late, respect others in the hotel by being as quiet as possible. If management speaks to me about any problems with our students, it will be reflected in your grade and may God have mercy on your soul.