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 2019  
Monday 5:30-8:20 PM, 217 Stone Building

INSTRUCTOR

Dr. Jin Su  
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Office: 214 Stone Building  
Office Phone: 336-256-0290  
Office Hours: Monday & Friday: 12:10 – 1:10 pm  
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:

<table>
<thead>
<tr>
<th>Grading Systems</th>
<th>Points</th>
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<tbody>
<tr>
<td>Five Assignments</td>
<td>150</td>
</tr>
<tr>
<td>Development of Conceptual Paper – Application of Theory in CARS Research</td>
<td>125</td>
</tr>
<tr>
<td>Theory Review Paper</td>
<td>125</td>
</tr>
<tr>
<td>Discussions (8 discussion sessions for 8 weeks)</td>
<td>100</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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- **Assignments (5 X 30 points = 150 points)**
  A separate handout describing each of the assignments will be distributed.

- **Development of Conceptual Paper – Application of Theory in CARS Research: (100 points + 25 points for presentation = 125 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.

- **Discussions (Eight discussion sessions for eight weeks; total = 100 pts)**
  Discussion is an essential part of learning so students are required to actively participate in the discussion. It is absolutely imperative that you understand the class materials and read the assigned readings before discussion.
  You are required to participate in 8 discussion sessions. Detailed information about each discussion session will be provided at appropriate time.

Your Final Grade (%) = Total points you have earned / 500

The letter grade breakdown is shown below:
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.

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 or visiting them in Suite 215, EUC.
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.

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**CRS 712: Theory Development in Consumer, Apparel, & Retail Studies**

**Course Topics and Tentative Course Schedule for Spring 2019**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Due</th>
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</thead>
</table>
| 1    | 01/14 M| ▪ Course Introduction  
    ▪ Science & Research  
    What is knowledge?  
    What is science?  
    ▪ Discussion #1  
    ▪ Assignment #1   |                            |
| 2    | 01/21 M|(No Class) Dr. Martin Luther King Jr. Holiday                                             |                            |
| 2    | 01/28 M| ▪ Science & Research:  
    What is research?  
    How do we do research?  
    ▪ Theories  
    What is a theory?  
    Why are theories important?  
    What are the parts of a theory?  
    ▪ Discussion #2  
    ▪ Assignment #2   | Assignment #1 Due on 01/28 |
| 3    | 02/04 M| ▪ Concepts  
    ▪ Statements  
    ▪ Discussion #3  
    ▪ Assignment #3   | Assignment #2 Due on 02/04 |
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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>4</td>
<td>02/11 M</td>
<td>Theories</td>
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<tr>
<td></td>
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<td>- How are theories used in research?</td>
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<td>- Attribution theory and research</td>
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<td>- <strong>Discussion #4</strong></td>
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<tr>
<td>5</td>
<td>02/18 M</td>
<td>Theoretical Perspectives in CARS Research</td>
<td>Assignment #3 Due on 02/18</td>
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<td>- <strong>Assignment #4</strong></td>
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<tr>
<td>6</td>
<td>02/25 M</td>
<td>Development of Conceptual Paper in CARS Research</td>
<td>Assignment #4 Due on 03/01</td>
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<td>- <strong>Discussion #5</strong></td>
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<tr>
<td>7</td>
<td>03/04 M</td>
<td>(No Class) Spring Break</td>
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<tr>
<td>8</td>
<td>03/11 M</td>
<td>Development of Conceptual Paper in CARS Research</td>
<td>Draft of the Conceptual Paper Due 03/11</td>
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<tr>
<td>9</td>
<td>03/18 M</td>
<td>Student Presentations</td>
<td>Conceptual Paper PPT Due 03/18</td>
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<tr>
<td>10</td>
<td>03/25 M</td>
<td>Deductive Theory Development</td>
<td>Final Version of Development of Conceptual Paper Due 03/25</td>
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<tr>
<td></td>
<td></td>
<td>- Theory of Reasoned Action (TRA)</td>
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<td>- Theory of Planned Behavior (TPB)</td>
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<td>- <strong>Discussion #6</strong></td>
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<tr>
<td>11</td>
<td>04/01 M</td>
<td>Application of Theory in CARS Research: Survey of Theories</td>
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<td>- <strong>Discussion #7</strong></td>
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<tr>
<td>12</td>
<td>04/08 M</td>
<td>Application of Theory in CARS Research: Survey of Theories (cont.)</td>
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<td></td>
<td>- <strong>Discussion #7 (cont.)</strong></td>
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<td>- <strong>Assignment #5</strong></td>
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<tr>
<td>13</td>
<td>04/15 M</td>
<td>Inductive Theory Development</td>
<td>Assignment #5 Due on 04/15</td>
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<td>- Grounded Theory</td>
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<td>- <strong>Discussion #8</strong></td>
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<td>14</td>
<td>04/22 M</td>
<td>Theory Review Paper</td>
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<td>15</td>
<td>04/29 M</td>
<td>Theory Review PPT</td>
<td>Theory Review PPTs Due on 04/29</td>
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<td></td>
<td>- Student Presentations</td>
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<tr>
<td>16</td>
<td>05/06 M</td>
<td><strong>Final Exam Time</strong> 7:00-10:00PM</td>
<td>Theory Review Paper Due on 05/06</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.