

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

FACULTY: Dr. Jarrod Hyman (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.

MEETING SESSION: We will have a mandatory face-to-face meeting for presentations at the end of 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.

Meeting: Week 16 Presentation- Date/Time TBD

Tentative Schedule

Week/Start Date	Topic	Notes
1	August 20 th	FIRST DAY OF CLASSES Course Overview
2	August 26 th	Part I: Characteristics of Apparel Industries
3	September 2 nd	Part II: Macro Forces of Change Urbanization
4	September 9 th	Gen Z
5	September 16 th	Aging Population
6	September 23 rd	AI- Artificial Intelligence
7	September 30 th	Part III: Strategies in Apparel Mass Customization
8	October 7th	FALL BREAK
9	October 14th	Craft & Niche MID TERM PROPOSAL PAPER DUE 10/20/19
10	October 21 st	Sustainability and Social Responsibility
11	October 28 th	Social Media
12	November 4 th	Amazon Effect
13	November 11 th	Part IV: Globalization Building Global brands
14	November 18 th	Retail Internationalization in Apparel
15	November 25th	Consumers and Retail in Emerging Markets THANKSGIVING WEEK
16	December 2 nd	PRESENTATION WEEK
	December 9 th	FINAL PAPER DUE 12/9/19

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, Week 2 starts Aug 26 (Mon) 9:00am and ends Sept 1 (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 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, 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 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
Total	445 pts

FINAL GRADES:

A	= 417 - 445 pts
A-	= 399 - 416 pts
B+	= 385 - 398 pts
B	= 372 - 384 pts
B-	= 354 - 371 pts
C+	= 341 - 353 pts
C	= 328 - 340 pts
C-	= 310 - 327 pts
F	= 309 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.

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.