



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS
Department of Consumer, Apparel and Retail Studies, CARS

Course Syllabus- Spring 2019

CRS 255: Consumer Behavior in Apparel and Related Industries

M, W, F 09:00-09:50am 136 Petty Building

Instructor:

Carol P. Brathwaite

Email: cpbrathw@uncg.edu

Office: 361 Stone Bldg.

Office Hours: 2:30am -3:30 pm Thursday, and by appointment.

Required reading:

Rath, P. M., Bay, S., Petrizzi, R., & Gill, P. (2015). *The why of the buy: Consumer behavior and fashion marketing* (2nd ed.). New York, NY: Fairchild Books, Bloomsbury.

Technology requirements: Due to class size, this face-to-face lecture incorporates smart technology into its teachings. Hence, **access to a smartphone or mobile device with Android or iOS capabilities is required**. Virtually all in-class activities will require the use of a mobile device for conducting instant-poll voting; responses via a survey-method; word clouds; immediate direct feedback on the lecture in progress; and **attendance**. **Students are expected to bring their smartphones to every class**; however, it should be muted at all times (see page 2). If you do not have access to an Android or iOS mobile device, please see me at the end of class.

Also, most homework assignments will utilize Canvas. It is the student's responsibility to check Canvas regularly for any postings and announcements.

Course description:

CRS 255 is an interdisciplinary study of how and why consumers make specific decisions and behave as they do. It includes principles and strategic implications of consumer behaviors for apparel and related industries.

Student learning outcomes:

- Understand fashion concepts, theories related to consumer behavior, and major concepts in consumer behavior.
- Understand cultural, sociological, and psychological concept related to consumer behavior
- Describe consumer characteristics, motivations and values, and concepts related to the self.

- Describe and understand demographic (age, race, ethnicity, income and social class) and psychographic aspects of consumers.
- Gain an understanding of concepts related to fashion communication and decision-making.
- Identify and analyze consumption-related ethical issues related to consumer protection and the environmental impact of consumption.

Student learning activities:

The primary learning activities used to assess students' mastery of the course will include

1. Textbook readings as assigned by the professor;
2. WWD, Vogue, Advertising Age, Bloomberg, and other periodical readings as well as in-class polling, word clouds, digital & oral discussions, and reports of current happenings in the fashion industry;
3. Submission of two (2) mini group projects (3 pages max.);
4. Submission of homework, in-class case studies, as well as discussion posts;
5. Submission of a semester group project (see pp 3-4 and handout); and
6. Mid-Term and Final Exams.

Course Expectations, Preparation and Participation:

Homework and other assignments: A tentative schedule of weekly topics has been included. Students are expected to read the assigned chapters and materials before coming to class. Questions relevant to each chapter will be given as a discussion post, written, in-class, online quiz or video case study. The weekly homework assignment, in most cases, must be posted on Canvas. All assignments are due on the scheduled date. Any assignment turned in after the due date will receive a 10% penalty of points per calendar day, including weekends. No assignment will be accepted more than three days after the scheduled date.

Supplemental readings and activities can be assigned as an online module, a group or an individual report. In the case of group homework, you must do individual preparations first at home and be ready to discuss your findings during any break-out group sessions in class. A representative group member will present the discussion findings to the class.

For group assignments, the class will be divided into **groups of no larger than nine**. All “group work” assigned throughout the semester will be done with the same group members. This includes in-class or online assignments, and the semester group project. **At the end of the semester, each student will receive a peer evaluation from the group members. This evaluation will count as part (20%) of the “semester project” grade.**

Class rules: Students are expected to conduct themselves in a manner conducive to a vibrant, energetic as well as a productive working environment. Please note that the success of a positive classroom culture depends on you. In order to facilitate it, please observe the following

- ✓ Although a mobile device is a requirement for this course, **please mute** all cell phones and tablets before entering the classroom. In case of an emergency call, please quietly step outside to use your phone.
- ✓ Vigorous debate and discussions are strongly encouraged; however, **courtesy and respect must be demonstrated at all times.**

Attendance and punctuality: Attendance and punctuality are required. An attendance record is a factor in determining a student's participation in this course. More than five absences will adversely impact that assessment.

Exams must be taken at the scheduled time unless documentation is provided for a personal serious illness, an emergency such as a death in the immediate family, accidental injury, or a religious holiday. In cases of illness, the instructor should be notified (whenever possible) prior to exam time. No make-up exam will be allowed unless this policy is followed.

Assignments:

Two (2) mini group projects (150 pts.): These two projects will be due at individual assigned times in the semester (see page 6) and are expected to integrate the concepts and theories learned in the textbook and class discussions with what is currently happening in the American fashion and related industries. **Each mini project (75 pts.) requires a three- or five-minute presentation.**

1. **Diversity and Culture Market project (75 pts.):** You are marketing a new product with the objective of expanding the buyers of your products. Please select a cultural group as your target market; the targeted group could be Asian Americans; Hispanic Americans; African Americans; Americans with Disabilities; American Veterans & their families; LGBTQ Americans; Jewish Americans; or Muslim Americans. Select the product and find research data that will support your market ideas. **Submit a two- to three-page report** that concisely analyzes the marketing mix by addressing the following: What is the product? How will you price it? How will you promote or company's market this product (e.g. what will you do in terms of traditional versus digital marketing)? Where will you distribute and sell the product? **Each group will be given five minutes to present their market report; include any relevant product graphics.**
2. **Local Business Demographic Market project (75 pts.):** Think of a local fashion shop or boutique: The products can be clothing, accessories or beauty products and the shop must be operated mainly in the Southeastern region of the United States. Find someone that you know has patronized that boutique and interview them about the factors that influenced their purchases and their choice of retailer. After you have done that, contact the retailer to ask them about their merchandising choices: Why did they selected the current products for their store? What makes their store unique and different from the competition? You should ask the consumer and the retailer a maximum of five open-ended questions each (three questions are acceptable). **Each group will be given three minutes to discuss their project in class; no visuals are required. Then, groups must upload the interview transcripts as well as a one-page summary about their findings via Canvas.** Please note: You must include the name and contact info of both participants in your submission; consequently, find out before you begin if they are willing to answer questions on the record that will be used solely for a class project.

Important. Please read: Half of the groups will present Mini project #1 in class and the remaining half will present Mini project #2 in class. However, all groups must prepare both projects and upload the reports to Canvas.

Semester project (150 pts.) summary: Digital Marketing plan

Digital Marketing plan: Imagine you are a brand manager or marketer who is part of a campaign team (your group). Select a well-known fashion brand or product line. It should preferably be in the apparel, or beauty, or footwear & accessories, or interior design soft-goods sector. You will develop a detailed digital marketing strategy that leverages gains that the parent company has already made in traditional marketing. Your digital marketing plan must be detailed enough to indicate how you currently define and

position your brand and what unique selling proposition (USP) steps you will create to reach a defined target audience via social media (including at least one of the popular five, Facebook, Instagram, Snapchat, Twitter and YouTube). **You are expected to discuss these aspects in your submitted written report (10 pages max.). In the last week of the semester, each group also presents visuals that summarize their digital marketing plan.**

The objective of this project is to reinforce what we will learn regarding the factors that influence consumers' purchase of fashion goods. Hence, it integrates the principles of fashion marketing with the study of consumers responses to goods and services. Please note: An excellent strategic report of how a brand becomes poised to capture consumers' attention digitally will include a more nuanced analysis than mere product description or past sales revenue. You are expected to include the key performance indicators (KPIs) that you will use to measure success. **An outline and grading rubric for the digital marketing plan will be distributed in the second week of classes.**

Homework, in-class assignments and discussion posts (375 pts.): Each week an assignment that directly addresses the textbook readings will be released. For example, a discussion question might be posted on Canvas related to the week's lecture cited in the Modules. Each student is required to respond to the question as well as post a response to one of their colleagues' question. In your responses to another post, please provide substantive remarks that not only addresses the classmate's statements but also refers to concepts that were discussed in the reading. Typically, you will have one week to upload your posts to Canvas; the deadline is the following Sunday at 11:59 pm. For example, a Discussion Post will open on Monday January 20th and close the following Sunday January 26th at 11:59 pm.

Exams (350 pts.): Two exams will be transmitted via Canvas. The midterm (150 pts.) will cover chapters 1-9 and the Final (200 pts.) will cover chapters 10-16. Exams will include multiple choice, true or false, and short answers.

Class participation (25 pts.): Students will be assessed on their adherence to the course expectations, preparation and participation, as described on pages 2-3.

Grade Breakdown: *

PROJECT	POINTS	% OF FINAL GRADE
2 Mini Projects:		
Mini project 1	75	
Mini project 2	75	
	150	14.30%
Homework assignments		
	15	
	225	21.40%
In-class assignments		
	10	
	150	14.30%
Semester project		
	150	14.30%
2 Exams:		
Midterm	150	14.30%
Final	200	19.00%
Participation		
	25	2.40%
	1050	100%

Extra credit: * Depending on the demands of the course, extra credit work might be assigned. If this occurs, an outline of the required assignment will be distributed/ posted.

Grading scale: A+ 97 and above B+ 87 – 89 C+ 77- 79 D+ 67 – 69 F Below 60
A 93 – 96 B 83 – 86 C 73 – 76 D 63 - 66
A- 90 – 92 B- 80 – 82 C- 70 – 72 D- 60 - 62

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.

Spring Advising Day: Advising day for the CARS department will be held on **Thursday, March 26, 2020** from 9:00 am to 4:00 pm in Edwards Lounge on the first floor of the Stone building.

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.

Class schedule (subject to change):

DATE: Week Ending	CLASS TOPIC	READINGS	ASSIGNMENTS/ NOTES
Week 1- Jan-17	Chapter 1: Why is Consumer Behavior Important to the Fields of Fashion and Design?	Chapter 1	Syllabus & course overview. Introduction- Discussion Post due 1/19/2020
Week 2- Jan-24	Chapter 2: Consumer Behavior, Marketing, & Fashion; Chapter 3: How Fashion Consumers Perceive, Learn, and Remember	Chapter 2 & 3	Group selections on Canvas. Discussion Post/Quest. due Jan. 26
Week 3- Jan-31	Chapter 4: Motivation and the Fashion Consumer	Chapter 4	Discussion Post/Quest. due Feb. 02
Week 4- Feb-07	Chapter 5: Attitude and the Fashion Consumer	Chapter 5	Discussion Post/Quest. due Feb. 09
Week 5- Feb-14	Chapter 6: Personality and the Fashion Consumer; Chapter 7-Age, Family, and Life Cycle Influences.	Chapter 6 & 7	NY Fashion Week: Discussion Post due Feb. 16
Week 6- Feb-21	Chapter 8: Social Influences on Fashion Consumers.	Chapter 8	Discussion Post/Quest. due Feb. 23
Week 7- Feb-28	Chapter 9: Demographics, Psychographics, and the Fashion Consumer	Chapters 9	Mid-term via Canvas
Week 8-Feb-29 to Mar-08	Spring Break Week	Break	Break
Week 9- Mar-13	Chapter 10: How Marketers Obtain and Use Consumer Information	Chapters 10	Discussion Post/Quest. due Mar. 15
Week 10- Mar-20	Chapter 11: Decision Making	Chapter 11	Diversity and Culture Market project due Mar. 18 & 20
Week 11- Mar-27	Chapter 12: How Fashion Consumers Buy	Chapter 12	Discussion Post/Quest. due Mar. 29
Week 12- Apr-03	Chapter 13: The Use of Fashion Goods by Organizations	Chapter 13	Local Business Demographic mini project due Apr. 01 & 03
Week 13- Apr-10	Chapter 14: Global Consumers of Fashion and Design	Chapter 14	Discussion Post/Quest. due Apr. 12
Week 14- Apr-17	Chapter 15: Ethics and Social Responsibility. Chapter 16: The Role of Government	Chapter 15 & 16	Discussion Post/Quest. due Apr. 19
Week 15- Apr-26	Review of Chapters	Course Review	Semester project presentations
Week 16- May-01,02 & 04-07	Final Exam week		Final exam via Canvas