

The University of North Carolina at Greensboro
CRS 470/570: Apparel Brand Management
Spring 2020

Instructor: Dr. Jarrod Hyman
Location: Online via Canvas
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Office Hours: by appointment

Course Description and Objectives

This class is designed to introduce students to the aspects of managing an apparel brand portfolio, including creating and positioning the brand, establishing brand equity and differentiation, and providing a brand experience for global apparel consumers.

The objective of this course is to help students understand how a brand is built and managed for market success. Students will apply this learning to real world scenarios to identify the dynamics of brand management.

After completing this course, students should be able to:

1. Describe the concepts related to brand management, including brand equity and brand extension.
2. Identify challenges and opportunities faced by global apparel brand companies.
3. Critically assess the contribution of branding to gaining competitive advantage within the global apparel industry.
4. Analyze the brand management strategies of apparel firms.
5. Assess the factors important to consumers when interacting with brands.
6. Develop strategies for brand development and management within the global apparel marketplace based on the synthesis of market, company and consumer environments.
7. Integrate theories and concepts and provide strategic solutions for the identified problems in the apparel brand management.

Required Text

Hameide, K. (2011). *Fashion branding unraveled*. New York, NY: Fairchild.

Supplementary text:

D'Arienzo, W. (2016). *Brand management strategies: Luxury and mass markets*. New York, NY: Bloomsbury.

Course Format

This course is a web-based course utilizing Canvas and Webex. Course content will include readings, videos, articles, assignments, discussions via discussion board in Canvas, and exams. *It is important that you check the course website regularly for any new course information. You are responsible for any information posted on Blackboard/Canvas.*

Rules of Conduct

Participation/Discussion: This is an online course, which involves active participation in class discussion. Thus, class participation is extremely important. Please note: make sure that you complete all assigned readings and incorporate that information into the class discussion. Your grade, in part, will be evaluated on the level and quality of class discussion.

Academic Misconduct: Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an “F” for this course.

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.

Course Requirements and Assignments

1. Exams:	
a. Midterm exam	200 pts.
b. Final exam	200 pts.
2. Assignments (4 x 25pts.)	100 pts.
3. Discussion & Participation (15 x 10pts.)	150 pts.
TOTAL	650 pts.

Final Grading Scale

A	= 93.5% and above
A -	= 89.5% - 93.4%
B+	= 86.5% - 89.4%
B	= 83.5% - 86.4%
B -	= 79.5% - 83.4%
C+	= 76.5% - 79.4%
C	= 73.5% - 76.4%
C -	= 69.5% - 73.4%
F	= 69.4% or less

Exams (200pts. per exam):

There will be both a midterm exam and a final exam in this course. Exams are not cumulative. Exams are based on the text (regardless of whether the entire chapter was specifically discussed in class), class discussion, assignments, and other materials covered in class. All exams will consist of multiple choice. NO MAKE UP EXAMS WILL BE GIVEN.

Assignments (25pts. per assignment):

There will be a total of 4 assignments that are due before midnight on the designated due date. Assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one-inch margin across, unless otherwise specified. A detailed instruction rubric will be provided for each assignment.

Online Class Discussion (10pts. per week):

Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible. Students are expected to participate much like they would in a face to face class. Instructor will post one discussion question (DQ) per week that relates to that week's content. You must post your own response to the question (5pts.). In addition, you must respond to one post from your peers with your thoughts, challenges, builds, and/or commentary (5pts.). Each week, you can receive a max of 10pts. for participating in the 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 response to your classmates, but rather will be factored into your original answer to the DQ for that week.

In grading the above, both quantity and quality of participation will be graded. Simple replies 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 is given for you to post. I encourage you to

post your original response to the DQ by Thurs morning at the latest so that the class will have enough time to post responses.

Questions:

I have tried to be as explicit as possible in preparing this syllabus. However, I am sure that concerns, complications, and uncertainties will arise over the course of the semester. If you have any questions, please do not hesitate to discuss them with me. I am always willing to listen to student concerns. I would also welcome any helpful suggestions for course improvement in any area.

Incompletes (for entire course):

Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at 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 done and a timetable for completion.

My Final Words of Advice:

1. Spend time with the material, each week completing the discussion question and reading earlier in the week tends to help students.
2. Make continuous progress on your term paper once it is assigned. Everything takes time.
3. Don't be shy! Be in touch with questions and/or concerns.

Tentative Schedule:*[Please note that additional articles, videos, or lectures may be added to the below]*

Week/Start Date	Topic
1	Jan. 13 th Course Introduction and Course Overview
2	Jan. 20 th Part I: Understanding the Brand Reading- Chapter 1 pg. 1-21
3	Jan. 27 th Brand Issues Reading- Chapter 1 continued pg. 22-35
4	Feb. 3 rd The Branding Process: Brand Decision & Positioning Reading- Chapter 2 pg. 37-48
5	Feb. 10 th The Positioning Strategy Reading- Chapter 2 continued pg. 48-75
6	Feb. 17 th The Branding Process: Communicating, Launching, & Evaluating Reading- Chapter 3 pg. 76-86
7	Feb. 24 th Growth Strategies & Repositioning Reading- Chapter 3 continued pg. 87-102
8	March 2 nd SPRING BREAK
9	March 9 th Part II: The Fashion Brand Reading- Chapter 4 pg. 107-120
10	March 16 th The Luxury Brand Decision Reading- Chapter 4 continued pg. 121-155 MID-TERM EXAM THIS WEEK
11	March 23 rd Mass Market Fashion Brands Reading- Chapter 5 pg. 156-161
12	March 30 th Premium Brands: The New Luxury Reading- Chapter 5 continued pg. 162-175
13	April 6 th Retail Brands Reading- Chapter 6 pg. 176-188
14	April 13 th Other Considerations of Retail Brands Reading- Chapter 6 continued pg. 189-217
15	April 20 th Part III: The Future of Fashion Branding Reading- Chapter 7 pg. 221-245
16	April 27 th The Virtual Brand Reading- Chapter 7 continued pg. 245-261 STUDY FOR FINAL
	May 4 th FINAL EXAM