



## **CRS 231: Introduction to Apparel and Related Industries: From Concept to Consumer**

Tuesdays and Thursdays, 3:30-4:45PM

Hybridized Course:

Section A: LIBR 032 on Tuesdays and Online Thursdays

Section B: Online Thursdays and LIBR 032 on Thursdays

*Fall 2020*

### **Course Overview**

#### **Annie Williams**

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Office Hours: Appointment via Zoom on Tuesdays and Thursdays from 2:15-3:15 (Please make appointment via starfish).

#### **Course Description:**

This course will provide an interaction of the consumer with apparel, retail, and associated industries. This course will present an overview of industry processes from raw material to consumption for apparel and other consumer products. Career opportunities within the industries will also be explored.

#### **Student Learning Outcomes:**

Upon successful completion of this course, students will be able to:

- Analyze and explain the organization and operation of the U.S. fashion industry.
- Investigate the practical application of industry methods and strategies.
- Recognize and discuss the proper terminology from the apparel, textile, and related industries.
- Explain how apparel and accessories are designed, produced, and distributed.
- Describe and appreciate career opportunities within the apparel, textile, and related industries.

#### **Required Materials:**

Burns, L. D., & Mullet, K. K. (2020). *The business of fashion: Designing, manufacturing, and marketing* (6th ed.). New York, NY: Bloomsbury Publishing, Inc.

#### **Course Requirements:**

Your final grade will be determined by your performance on the following assignments: career snapshot, discussion leader, quizzes, exams and a semester-long project, a case-study. A brief explanation of each of these assignments is given below. All assignments must be submitted through Canvas, follow APA guidelines and use correct grammar. Please visit the writing center, <https://writingcenter.uncg.edu>, for

assistance with ensuring your assignments are grammatically correct. I reserve the right to change the grading scale and the assignments as needed.

- Career Snapshot: 25 points
- Discussion Leadership: 75 points
- Quizzes: 100 points (10 quizzes, 10 points each)
- Exams: 300 points (3 exams, 100 points each)
  - Exam 1: Chapters 1-4 as well as information learned from articles, discussions and guest speakers from weeks 1-4.
  - Exam 2: Chapters 5-8 as well as information learned from articles, discussions and guest speakers from weeks 5-8
  - Exam 3: Chapters 9-13 as well as information learned from articles, discussions and guest speakers from weeks 9-13.
- Case Study: 350 points

**Total Points Possible= 850 Points.**

**Career Snapshot.** From a list of possible careers that are available in the apparel and related industries, listed on pages 258 to 261 of your textbook, choose one to research and present to the class. Your research should include a description of the career, the necessary qualifications to be hired, average salary, pros and cons of the career and types of companies that offer these careers. In addition to presenting your findings to the class, you will post your career snapshot on a specific thread in Canvas for your and your peer's future reference. This posting is due by 3:29pm on the day that you present your career snapshot.

- [Career Snapshot Rubric](#)
- Please follow this [link](#) to choose a day to present your career snapshot as well as to choose your career, first come, first served. Please do not choose the same career as someone else.
  - **Note:** You must use your UNCG email to access the link. Please do not erase or change anyone else's signup. I can check the edit history and if you are found to have deleted or altered in any form another student's sign-up, you will receive a 0 for this assignment.

**Discussion Leadership.** For every chapter, a group of students will lead the class in discussion by not only asking questions related to the chapter, but also by finding and writing discussion questions for two articles (one trade article and one academic article) that relate to that chapter's focus. Students should focus on finding relevant and interesting articles and asking questions that will expand upon students' understanding of that chapter's focus. Discussion articles and related questions should be posted in Canvas, following the schedule outlined in the course calendar (see below) so the class can read and prepare for the discussion in advance. On your group's assigned discussion day, your group will facilitate dialogue with the class by asking the questions your group has written, and following up with student's responses to ensure that a deep understanding of the content is learned.

- [Discussion Leadership Rubric](#)
- Please follow this [link](#) to choose a day for your group to be discussion leaders, first come, first served.

- **Note:** You must use your UNCG email to access the link. Please do not erase or change anyone else's signup. I can check the edit history and if you are found to have deleted or altered in any form another student's sign-up, you will receive a 0 for this assignment.

**Exams.** Three exams will be given throughout the semester. Exams will be timed, multiple choice and true/false based and will include material from the following sources: textbook readings, discussion readings, class discussions, lectures, assignments and guest speakers. Exams will be given via Canvas, and are due before the due date. However, if issues arise with online exams, in class exams will be given. No outside sources (i.e. textbook, notes, your peers, etc.) are to be used while taking your exam.

**Quizzes:** One quiz for each chapter will be given via Canvas. Your three lowest quiz scores will be dropped. The quizzes are timed, and due by 3:29pm on the due date (see course calendar). There will be no make-ups given since three of the quizzes will be dropped (so please use these wisely, i.e. for when you're sick, for when you didn't have time to do the reading, etc.). Quizzes will cover the material from the chapter. While you can use your notes, you may not consult with your peers when taking the quizzes.

**Case Study:** In a group, you will apply what you have learned throughout the semester to a brand or company of your choosing, to create a video that teaches the class the business fundamentals of your company. You may use any video editing software that you prefer. Some options include [ClipChamp](#) and Adobe Premiere, available to [UNCG students](#). Technical assistance with video creation and editing is available via the [Digital Media Commons](#). It is best to work on this project with your peers throughout the semester, as we touch on each topic, instead of waiting until the end of the semester. Given the magnitude of this project, you will have the opportunity to assess your group member's performance once your grade for the case study has been determined.

- [Case Study Assignment and Rubric](#).
- Please follow this [link](#) to choose a brand/company for your case study, first come, first served. Please do not choose the same fashion brand/company as another group.
  - **Note:** You must use your UNCG email to access the above listed links. Please do not erase or change anyone else's signup. I can check the edit history and if you are found to have deleted or altered in any form another student's sign-up, you will receive a 0 for this assignment.

**Grading:** If you feel that an assignment was misgraded, I am happy to take a second look. Please wait 48 hours after receiving your grade, and then email me with an explanation of why you believe your grade should be different from what you received. I reserve the right to lower your grade if upon a second view of your work I determine that your initial grade was too high. This process is designed to reduce frivolous re-grading requests as well as to have you reflect on the quality of your own work.

Final letter grades will be determined from the percentage of points earned out of the total possible points. The following percent scale will be used to assign grades, and used to determine results of each exam:

A = 100 - 93	B+ = 89 - 87	C+ = 79 - 77	D+ = 69 - 67	F = Below 60
A- = 92 - 90	B = 86 - 83	C = 76 - 73	D = 66 - 63	
	B- = 82 - 80	C- = 72 - 70	D - = 62 - 60	

**Contacting Me:** Email is the best way to reach me. I will respond to your email within 48 hours after receiving it. Please treat email as a form of professional communication and ensure that your emails come from your school email address, contain a detailed subject line, are written in complete sentences, are grammatically correct and do not contain spelling errors. Please see this [link](#) for how to properly communicate via email.

**Additional Policies:**

**Academic Integrity Policy.** As a student of the University of North Carolina at Greensboro it is expected that you understand and adhere to the [Academic Integrity Policy](#). All submitted assignments are to be your own work, any instances of plagiarism will result in a grade of zero for the assignment and a reported violation.

**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 Accommodations.**

UNCG 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.

**COV-ID 19.** As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Wearing a face covering that covers both nose and mouth](#)
- Observing [social distance](#) in the classroom
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](#)
- Staying home if you are ill

- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](mailto:OARS@uncg.edu) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**COVID-19 Spartan Shield Video** UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

<https://youtu.be/Mb58551qxEk>

**Attendance, Punctuality and Preparedness.** As a student of this course, you are expected to come to class regularly, on-time and prepared by completing the readings and assignments prior to coming to class. However, I do understand that sometimes you must be absent, therefore you are allowed three excused absences. Any additional absences beyond these three will result in a deduction of 2 points from your final grade, per additional absence, unless you have supporting documentation for why you must be absent from class. Excessive absences will be reported and could result in you being [withdrawn from the course](#). Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Because class lectures will not be limited to readings alone, it is important that you be present. If you must be

absent, arrange to get class notes from another class member. It is assumed that you are aware of ALL relevant due dates and course requirements. Additionally, you are expected to attend class regularly as quizzes and exams will cover concepts and topics that are presented in class and announcements regarding assignments may be made during class. Lastly, coming in late or leaving early is distracting to me and to your peers. If you are going to be late, or know you have to leave early, please sit closest to the exit. Excessive tardiness or early departures (more than three occurrences) will be treated the same as excessive absences.

**Laptops and Electronics.** You are only in class in person once a week, please turn your cell phones to vibrate and put them where they will not distract you. If you need to use a laptop in class, that is fine, however, it is encouraged that you take notes the old fashioned way (paper and pen(cil)) as doing so will help you and your peers stay focused as well as help you retain information better.

**Participation.** It is essential that you participate in the class discussions as you have the opportunity to help your peers learn as well as evolve your own understanding of the topics at hand by articulating them from your point of view. To ensure a safe, collaborative learning environment, please remember the following guidelines when contributing to the class discussion:

- Respect your peers' opinions, even if you disagree with them.
- Be prepared by completing assignments ahead of class.
- Ask questions for deeper meaning and understanding
- Listen to your peers while they are talking
- Share your ideas, opinions and knowledge
- Consider marginalized viewpoints

**Completing Assignments.** All assignments (quizzes, discussion leadership, career snapshot, exams and case study) are due on or before their due date. No late work will be accepted nor make-up exams given unless you're experiencing a well documented extenuating circumstance such as illness (documented by a physician's statement on letterhead) or death in the immediate family (documented by funeral program and/or obituary) and you contact me well in advance of the due date (this means days in advance, not hours).

**Basic Needs Security.** In order to fully engage in school and to learn, your basic needs must first be met. If you are experiencing circumstances that prevent you from fulfilling your basic needs (food, shelter and clothing), please contact the [Dean of Students Office](#). If you feel comfortable, you may also reach out to me. Please note that UNCG has a [food pantry](#) as well as [resources](#) available if you're facing food insecurity or homelessness.

**Mental Health Resources.** Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

**Course Calendar:**

Below you will find an outline of the topic for each class, assigned readings as well as assignment due dates. Assigned readings should be completed before coming to class. I reserve the right to change the course calendar as needed and will communicate changes as soon as possible.

Date	Topic	Items Due
Week 1: Tuesday, August 18	Introduction and Course Syllabus	
Week 1: Thursday, August 20	Chapter 1: The Global Fashion Industry	<ul style="list-style-type: none"> <li>• Chapter 1 Quiz due in Canvas by 3:29pm.</li> </ul>
Week 2: Tuesday, August 25	Guest Speaker: Steven Cramer	
Week 2: Thursday, August 27	Chapter 2: Missions, Objectives, and Competitive Strategies of Fashion Businesses	<ul style="list-style-type: none"> <li>• Chapter 2 Quiz due in Canvas by 3:29pm.</li> <li>• Discussion Articles for Chapter 3 posted in Canvas by 11:59pm, Saturday, August 29.</li> </ul>
Week 3: Tuesday, September 1	Chapter 3: Sustainable Supply Chains in the Fashion Industry	<ul style="list-style-type: none"> <li>• Chapter 3 Quiz due in Canvas by 3:29pm.</li> </ul>
Week 3: Thursday, September 3	Introduction of CARS, Guest Speaker: Dr. Hodges	<ul style="list-style-type: none"> <li>• Discussion Articles for Chapter 4 posted in Canvas by 11:59pm, Saturday, September 5.</li> </ul>

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Week 4: Tuesday, September 8	CARS APD Concentration: Guest Speakers: Professor Carrico and Dr. Bang	
Week 4: Thursday, September 10	Chapter 4: Sourcing Decisions across the Fashion Supply Chain	<ul style="list-style-type: none"> <li>• Chapter 4 Quiz Due by 3:29 pm.</li> <li>• Discussion Articles for Chapter 5 posted in Canvas by 11:59pm, Saturday, September 12.</li> </ul>
Week 5: Tuesday, September 15	<b>No Class: Exam 1</b> (Chapters 1-4 as well as information learned from articles, discussions and guest speakers from weeks 1-4). <b>Exam is posted in Canvas.</b>	<ul style="list-style-type: none"> <li>• Exam 1 due by 4:45pm.</li> </ul>
Week 5: Thursday, September 17	Chapter 5: Business Entities in the Fashion Industry	<ul style="list-style-type: none"> <li>• Chapter 5 Quiz due by 3:29pm.</li> <li>• Discussion Articles for Chapter 6 posted in Canvas by 11:59pm, Saturday, September 19.</li> </ul>
Week 6: Tuesday, September 22	CARS RCS Concentration: Guest Speakers: Dr. Su & Dr. Kemerly	
Week 6: Thursday, September 24	Chapter 6: Legal Aspects of Fashion Businesses	<ul style="list-style-type: none"> <li>• Chapter 6 Quiz due by 3.29pm</li> <li>• Discussion Articles for Chapter 7 posted in Canvas by 11:59pm, Saturday, September 26.</li> </ul>
Week 7: Tuesday, September 29	Chapter 7: Marketing Research in Fashion	<ul style="list-style-type: none"> <li>• Chapter 7 Quiz due by 3:29pm.</li> </ul>
Week 7: Thursday, October 1	CARS Internship Program: Guest Speaker: Professor Wood	<ul style="list-style-type: none"> <li>• Discussion Articles for Chapter 8 posted in Canvas by 11:59pm, Saturday, October 3.</li> </ul>
Week 8: Tuesday, October 6	Guest Speaker: Career Services	

Week 8: Thursday, October 8	Chapter 8: Color, Material, and Fashion Trend Forecasting	<ul style="list-style-type: none"> <li>• Chapter 8 Quiz due by 3:29pm.</li> <li>• Discussion Articles for Chapter 9 posted in Canvas by 11:59 pm, Saturday, October 10.</li> </ul>
Week 9: Tuesday, October 13	<p><b>No Class: Exam 2</b> (Chapters 5-8 as well as information learned from articles, discussions and guest speakers from weeks 5-8).  <b>Exam is posted in Canvas.</b></p>	<ul style="list-style-type: none"> <li>• Exam 2 due by 4:45pm.</li> </ul>
Week 9: Thursday, October 15	Chapter 9: Designing Fashion Products	<ul style="list-style-type: none"> <li>• Chapter 9 Quiz due by 3.29pm.</li> <li>• Discussion Articles for Chapter 10 posted in Canvas by 11:59pm, Saturday, October 17.</li> </ul>
Week 10: Tuesday, October 20	Guest Speaker: THREADS	
Week 10: Thursday, October 22	Chapter 10: Preproduction Process	<ul style="list-style-type: none"> <li>• Chapter 10 quiz due by 3:29pm.</li> <li>• Discussion Articles for Chapter 11 posted in Canvas by 11:59pm, Saturday, October 24.</li> </ul>
Week 11: Tuesday, October 27	Chapter 11: Manufacturing Fashion Products	<ul style="list-style-type: none"> <li>• Chapter 11 quiz due by 3:29pm.</li> </ul>
Week 11: Thursday, October 29	CARS BS & MS Program: Guest Speaker: Dr. Tu	<ul style="list-style-type: none"> <li>• Discussion Articles for Chapter 12 posted in Canvas by 11:59pm, Saturday, October 31.</li> </ul>
Week 12: Tuesday, November 3	Teamwork: Guest Speaker: Dr. Kemerly	
Week 12: Thursday, November 5	Chapter 12: Marketing Fashion Brands	<ul style="list-style-type: none"> <li>• Chapter 12 Quiz due by 3.29 pm.</li> <li>• Discussion Articles for Chapter 13 posted in Canvas by 11:59pm, Saturday, November 7.</li> </ul>

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Week 13: Tuesday, November 10	Chapter 13: Fashion Distribution and Retailing	<ul style="list-style-type: none"><li>• Chapter 13 Quiz due by 3:29pm.</li></ul>
Week 13: Thursday, November 12	No Class- Finish Case Study Presentation	
Week 14: Tuesday, November 17	Case Study Presentations	<ul style="list-style-type: none"><li>• Case studies due in Canvas by 3:29pm.</li></ul>
Week 14: Thursday, November 19	Case Study Presentations	
Week 15: Tuesday, November 24	Case Study Presentations	
Week 16: Thursday, December 5	<b>No Class: Exam 3</b> (Chapters 9-13 as well as information learned from articles, discussions and guest speakers from weeks 9-13). <b>Exam is posted in Canvas.</b>	<ul style="list-style-type: none"><li>• Exam 3 due by 6:30pm.</li></ul>