

University of North Carolina at Greensboro  
 CRS 582: Problems in Consumer, Apparel, and Retail Studies  
 Fall 2020

Instructor: Kittichai Watchravesringkan, Ph.D.  
 Contact information: [k\\_watchr@uncg.edu](mailto:k_watchr@uncg.edu) or 336-256-2474  
 Office hours: W: 1 – 2 pm via Zoom and by appointment

Course Requirements and Assignments

1. Annotated Bibliography (20 articles)	20%
2. Research Proposal (Outline 10% & Paper 70%)	<u>80%</u>
<b>TOTAL:</b>	<b>100%</b>

Final Grading Scale:

A = 93 – 100%	A- = 90 – 92%	B+ = 87 – 89%
B = 83 – 86 %	B- = 80 – 82%	C+ = 77 – 79%
C = 73 – 76%	F < 73%	

Annotated Bibliography:

Annotated bibliography is a list of citations to articles, books, and documents (please note: for this assignment, I prefer you to include only a list of peer-reviewed journal articles). Each citation is followed by a brief summary (both descriptive and evaluative) paragraph (no more than 300 words per article). Please see example from the Purdue website ([https://owl.purdue.edu/owl/general\\_writing/common\\_writing\\_assignments/annotated\\_bibliographies/annotated\\_bibliography\\_samples.html](https://owl.purdue.edu/owl/general_writing/common_writing_assignments/annotated_bibliographies/annotated_bibliography_samples.html)). In addition, please provide a complete reference at the end of the paper as well (follow APA referencing style)

Advice: Try to select a mainstream research topic. Why? There are enough studies done in the past that you can learn great deal and easily draw meaningful hypotheses. Mainstream research topics can be found from decent journals such as:

- ✓ Journal of Marketing Research
- ✓ Journal of Retailing
- ✓ Journal of Consumer Research
- ✓ Journal of Marketing
- ✓ Journal of Advertising
- ✓ Journal of Advertising Research
- ✓ Journal of Marketing Theory and Practice
- ✓ Journal of Consumer Psychology

- ✓ Journal of Retailing and Consumer Service
- ✓ Clothing and Textiles Research Journal
- ✓ Journal of the Academy of Marketing Science
- ✓ Journal of International Consumer Marketing
- ✓ Journal of Fashion Marketing and Management
- ✓ International Journal of Retail and Distribution Management
- ✓ Psychology and Marketing
- ✓ Journal of Product and Brand Management
- ✓ Journal of Brand Management
- ✓ The International Review of Retail, Distribution, and Consumer Research
- ✓ Journal of Business Research and so on

Deadline: Friday Sept. 25 by 5.00 pm, please send this as an email attachment

Research Proposal: (22-25 pages)

An Outline of the Proposal

Deadline: Friday October 2, 2020

Research Proposal

Deadline: Sunday Dec. 6, 2020

The proposal format should be as follows:

**I: Abstract (120 words or less)**

The abstract should be a summary of the key points of the proposal. Most researchers write this section AFTER the proposal has been written.

**II: Justification and purpose (1 – 2 pages)**

The justification includes the problem to be studied; reason for, and significant of, the proposed research; manner in which scientific and practitioner knowledge will be advanced; and the objectives of the project. Objectives should be clear, concise, and attainable.

**III: Theoretical Framework (1/2 – 1 page)**

This section includes a description of the theoretical framework on which the study is based. A graphical depiction of the theoretical framework, in addition to its written description, is quite helpful to reviewers as an aid in grasping the main tenets of the study. Key variables of the framework that are used in the study should be clearly defined and explained.

**IV: Literature review (6 – 8 pages)**

The literature review is a summary of the pertinent, existing research on the topic under investigation bringing the reader up-to-date on the current issues in this area. This section should focus only on those issues that are relevant to the concepts encompassed in the proposal's investigation. However, with respect to these concepts, a comprehensive coverage should be provided.

**V: Preliminary hypotheses development (2-4 pages)**

Preliminary statements pertaining to some of the more important expected results of the study should be provided. These statements should be logically derived from the preceding theoretical framework and literature review sections as well as consistent with the initial research questions posed. Preceding each hypothesis or set of related hypotheses, a brief written discussion should be provided explaining the rationale for the prediction, using concepts/previous research from the theoretical framework and literature review to support the researcher's argument.

**VI: Research methodology (3-4 pages)**

The methodology used must be feasible especially with respect to the time table and projected budget. Consistency and feasibility are imperative! Subcategories to be included in the Research Methodology section are:

- Data collection and Research Design
  - How will data be collected, i.e., number of subjects, criteria for subjects selection, data collection method (e.g., mail survey, mall intercept, experiment), where data is to be collected, incentives to be used, etc?
- Measurement instrument development
  - Are there any research steps that need to be taken to aid in developing the final measurement scales to be used (i.e., focus group, in-depth interviews)?
- Measurements
  - Give examples of the measurements to be used (i.e., one or two of the actual questions or statements to be used), the type of scales (e.g., Likert- or semantic differential scales)

and cite where these measures have been, or will be, derived. Make sure also to include your final survey when submitting the final research project.

**VII: Actual Questionnaire (no page limitation)**

**VIII: Timetable for project (1 page)**

Providing general guidelines as to the estimated time that will be involved in completing each of the stages of the project (e.g., Measurement Instrument Development – July, 2020 – August 2020; Data Collection – August 2020 – October 2020) through its completion.

**VIII: References**

Citations should adhere to APA style referencing systems as delineated in *Handbook of the American Psychological Association*.

**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 dishonesty:**

Each student should be aware of the guidelines for academic dishonesty as outlined in the *Undergraduate Bulletin* (see the UNCG Code of Academic Integrity). Academic dishonesty of any form will not be tolerated in this class. The minimum penalty is an “F” in this course and referral to the administration for disciplinary action which may include expulsion from the University.

**Incompletes (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.

## Covid-19 and Health and Wellness Statement

Required UNCG Syllabus Language Approved by the Faculty Senate on July 1, 2020 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 (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**Approved by the Faculty Senate Executive Committee on July 30, 2020**

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)

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>