INSTRUCTOR

Dr. Jin Su
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Office Phone: 336-256-0290
Virtual office hours: Monday & Wednesday: 1:00 – 2:00pm (see Canvas)
Or by appointment

COURSE DESCRIPTION

Examination of theories used in consumer, apparel, and retail studies. Analysis of theories, models, and conceptual frameworks. The course is all about RELEVANT preparation to be an academic professional with a mature and deep understanding of the role of theory in academia.

REQUIRED TEXT

Readings will be distributed during class or available electronically on Canvas.

GENERAL EDUCATION WRITING INTENSIVE STUDENT LEARNING OUTCOME

Students will be able to write in genres appropriate to the discipline(s) of the primary subject matter of the course.

STUDENT LEARNING OUTCOMES

Upon completion of the course, students should be able to:

- Use correct theory terminology
- Explain and define philosophy, theory, and paradigm
- Describe and explain theory development
- Identify and define the elements of a theory
- Explain the function of a theory
- Compare and contrast common research paradigms and theories
discuss the process of concept development and explain how concept development contributes to theory development

- Discuss the process of statement development and explain how statement development contributes to theory development

- Examine the literature to identify theories that support a research area of interest

- Assess theory using multiple accepted criteria

**ATTENDANCE POLICY AND MAKE-UP WORK**

Class attendance and class participation are essential to your success in this course. Extensive absence from class will significantly affect your grade. Opportunities for deadline extensions and make-up exams will only be given to those who have a documented, University-approved excused absence (e.g., family death, illness with doctor’s note).

**ASSIGNMENT REQUIREMENTS**

**Written Assignments:** All documents must satisfy the requirements as follows:

- typed and printed on printer,
- stapled,
- double-spaced,
- 10-12 font,
- 1-inch margins on all sizes,
- title of assignment centered on first page,
- use of header containing student name at left side and due date on right side,
- use of appropriate page number,
- appropriate citation for all references and quotations (APA style in the Publication Manual of the American Psychological Association, 6th edition),
- accurate spelling and grammar.

Citation Guides: APA Style on the webpage of UNCG Libraries (University Libraries—Research Guides—Citation Guides—APA Style):
http://uncg.libguides.com/citation/apa

The Writing Center at UNCG provides some information about APA Style:
https://writingcenter.uncg.edu/writing-assistance/grammar-and-usage/

**GRADING POLICY**

Your grade will be determined entirely by your performance throughout the semester. Therefore, I cannot adjust grades due to factors outside of the course (e.g., GPA trouble, work conflicts, personal problems, etc.). Please feel free to come and speak with me about your performance in the course at any time during the semester. However, do not tell me that you need a certain grade or ask for extra assignments for the purpose of raising a grade. I have to treat everyone fairly.
Your final course grade will be based upon:

<table>
<thead>
<tr>
<th>Grading Systems</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five Assignments</td>
<td>150</td>
</tr>
<tr>
<td>Development of Conceptual Paper – Application of Theory in CARS Research</td>
<td>125</td>
</tr>
<tr>
<td>Theory Review Paper</td>
<td>125</td>
</tr>
<tr>
<td>Discussions (8 discussion sessions for 8 weeks)</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
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</table>

- **Assignments (5 X 30 points = 150 points)**
  A separate handout describing each of the assignments will be distributed.

- **Development of Conceptual Paper – Application of Theory in CARS Research: (100 points + 25 points for presentation = 125 points)**
  You will be required to **select an area** related to consumer, apparel, and retail studies.
  You will conduct a literature search/review and research the relevant theories that are used in the area you select.
  Your paper is supported by analysis and synthesis of current facts, data and research literature.
  A separate handout describing this assignment as well as due date will be distributed.

- **Theory Review Paper (100 points + 25 points for presentation = 125 points)**
  You will be required to **select a theory** that has been used in an area related to consumer, apparel, and retail studies.
  You will thoroughly research it and write a comprehensive literature review/critique of that theory. The review paper will be concluded with an explanation of how that theory is an appropriate theory base for a specific research topic of your choosing.
  A separate handout describing this assignment as well as the due date for this assignment will be distributed.

- **Discussions (Eight discussion sessions for eight weeks; total = 100 pts)**
  Discussion is an essential part of learning so students are required to actively participate in the discussion. For this, it is absolutely imperative that you understand the class materials and read the assigned readings before discussion.
  
  You are required to participate in 8 discussion sessions. Detailed information about each discussion session will be provided at appropriate time.

Your Final Grade (%) = Total points you have earned / 500

The letter grade breakdown is shown below:
Incomplete (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.

CLASSROOM CONDUCT

Students are expected to assist in maintaining a classroom environment that is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. Please review the Disruptive Behavior in the Classroom Policy (https://sa.uncg.edu/handbook/wp-content/uploads/Disruptive-Behavior-in-the-Classroom-Policy-8-4-17.pdf) for additional information.

ACADEMIC INTEGRITY

Students will be expected to do his/her own original work for exams and assignments. Students are responsible for familiarizing themselves with the UNCG policy on issues such as cheating, plagiarism, misuse of academic resources, falsification and facilitation of dishonest conduct. Procedures and penalties related to these and other violations of the Academic Honor Policy are found in the undergraduate bulletin as well as via the following web site: http://academicintegrity.uncg.edu/. Any violation of the Honor Policy may result in failure of the assignment and subsequently the entire course. Therefore, DO NOT JEOPARDIZE YOUR ACADEMIC FUTURE by participating in, or facilitating, any act of academic dishonesty.

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.
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.

COVID-19 HEALTH AND SAFETY ISSUES

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.

**HEALTH AND WELLNESS**

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

**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
# CRS 712: Theory Development in Consumer, Apparel, & Retail Studies

## Course Topics and Tentative Course Schedule for Fall 2020

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics and Assignments</th>
<th>Due</th>
</tr>
</thead>
</table>
| 1    | 08/19 W| ▪ Course Introduction  
                  ▪ Science & Research  
                      What is knowledge?  
                      What is science?  
                      ● Discussion #1  
                      ● Assignment #1  |                                            |
| 2    | 08/26 W| ▪ Science & Research:  
                  What is research?  
                  How do we do research?  
                  ▪ Theories  
                      What is a theory?  
                      Why are theories important?  
                      What are the parts of a theory?  
                      ● Discussion #2  
                      ● Assignment #2  | Assignment #1 Due on 08/28 |
| 3    | 09/02 W| ▪ Research (Cont.)  
                  ▪ Discussion #2 (Cont.)  | Assignment #2 Due on 09/04 |
| 4    | 09/09 W| ▪ Concepts  
                  ▪ Statements  
                  ● Discussion #3  
                  ● Assignment #3  |                                            |
| 5    | 09/16 W| ▪ Theories  
                  ▪ How are theories used in research?  
                  ▪ Attribution theory and research  
                  ● Discussion #4  | Assignment #3 Due on 09/16 |
| 6    | 09/23 W| ▪ Theoretical Perspectives in CARS Research  
                  ● Assignment #4  |                                            |
| 7    | 09/30 W| ▪ Development of Conceptual Paper in CARS Research  
                  ● Discussion #5  | Assignment #4 Due on 09/30 |

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
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<tbody>
<tr>
<td>9</td>
<td>10/14</td>
<td>Student Presentations: Conceptual Papers</td>
<td>Conceptual Paper PPT Due 10/14</td>
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<tr>
<td>10</td>
<td>10/21</td>
<td>Deductive Theory Development: Theory of Reasoned Action (TRA) Theory of Planned Behavior (TPB)</td>
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<td>Discussion #6</td>
<td>Final Version of Development of Conceptual Paper Due 10/21</td>
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<tr>
<td>11</td>
<td>10/28</td>
<td>Application of Theory in CARS Research: Survey of Theories</td>
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<td>Discussion #7</td>
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<td>12</td>
<td>11/04</td>
<td>Application of Theory in CARS Research: Survey of Theories (cont.)</td>
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<td>Discussion #7 (cont.)</td>
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<td>Assignment #5</td>
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<tr>
<td>13</td>
<td>11/11</td>
<td>Inductive Theory Development</td>
<td>Assignment #5 Due on 11/11</td>
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<td>Grounded Theory</td>
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<td>Discussion #8</td>
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<tr>
<td>14</td>
<td>11/18</td>
<td>Theory Review Paper</td>
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<td>Theory Review PPT</td>
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<tr>
<td>15</td>
<td>11/25</td>
<td>THANKSGIVING BREAK</td>
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<tr>
<td>16</td>
<td>11/30</td>
<td><strong>FINAL EXAM TIME</strong></td>
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<td>7:00-10:00PM</td>
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<td></td>
<td>Student Presentations: Theory Review PPT</td>
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<td>Theory Review PPT Due on 11/30</td>
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<td>Theory Review Paper Due on 11/30</td>
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The schedule and procedures in this course, as outlined in this syllabus, are subject to change in the event of extenuating circumstances and/or as deemed appropriate by the professor.