CRS 331: Professional Development: Consumer, Apparel, and Retail Industries
Mondays 5:00pm to 7:30pm via Zoom Synchronous (attendance mandatory)

INSTRUCTORS:
Professor: Anne Mitchell Wood
Email: acmitch2@uncg.edu
Telephone: (336)-256-0242
Office Hours: Tues/Thur 9:30-11:00am via Zoom, email for appointment
Office: Stone 353

TA: Arif Iqbal
Email: m_iqbal3@uncg.edu
Virtual Office Hours: Tuesday 1-2pm via Zoom

GA: Mon Thu Myin
Email: mamyin@uncg.edu
Virtual Office Hours: Thursday 1-2pm via Zoom

Recommended Resource: This is a speaking intensive course and students are strongly encouraged to utilize the campus Speaking and Writing Centers for help with the various assignments throughout the semester. The Speaking Center is located along with the Writing Center in 3211 MHRA. They are on the third floor. MHRA is on the corner of Forest and Spring Garden - across the street from the Mossman Building. The phone number is: 256-1346. They are also available for online consultations!

Course Description:
(3:3) Prerequisites: overall minimum GPA 2.20 required for all concentrations
Pr. for APD concentration: APD 252 (formerly APD 250)
Pr. for GARI and RCS concentrations: RCS 361
Guidance and preparation for relevant and successful internship experiences in the major.
Emphasis on professional norms and behavior. Examination of processes, content, requirements, and options for self-directed learning opportunities.

COURSE OBJECTIVES:
1. To develop an awareness of the scope of jobs available within the field of consumer, apparel, and retail industries.
2. To identify and communicate ideas in written, oral and visual forms using appropriate technology.
3. To enhance teamwork and presentation skills.
4. To critically evaluate and successfully “market” oneself through various strategies.
5. To develop skills and strategies for career planning in the consumer, apparel, and retail industry.
6. To develop a professional approach for work in the consumer, apparel and retail industry.
7. To understand business etiquette and practices.
8. To understand corporate mission statements, social responsibility, organizational structures and management styles.
9. To learn time, money and stress management techniques.
10. To understand career options through contact with industry professionals.
11. To understand the various methods for employee compensation and payment.

Course Requirements:
- Successful completion of all course assignments as outlined herein.
- **A final grade of “C” or better**
- Participation in all class oral assignments, including thoughtful questioning of industry guests.

**This will be an Online Course**

We need to social-distance, but we are assigned to a classroom that can’t handle that for our class size.

All of our work this semester will be conducted online during synchronous Zoom sessions, which means that all students MUST be in attendance with cameras turned ON throughout the class. We meet on Monday from 5-7:30pm.

**Online Component**
- All course assignments and assessments will be handled through Canvas.
- We will rely heavily on weekly online lectures, class presentations, guest speakers and online discussions.
- **I will present the live each week on Monday from 5-7:30pm via Zoom. Your attendance is mandatory.**

**Required Computing Resources**

This class will rely on computers and online connections. I am keeping this simple. Here is what you will need for the course:
1) A computer or laptop with reliable Internet connectivity and Zoom access.
2) An updated Internet browser that can handle Canvas and Email.
3) Functional computer speaker or earphones to hear audio on videos.
4) MS Office (specifically Word and PowerPoint).

**Attendance:**
Class attendance is required. As outlined in the UNCG Undergraduate Bulletin:*

Regular class attendance is a responsibility and a privilege of university education. It is fundamental to the orderly acquisition of knowledge. Students
should recognize the advantages of regular class attendance, accept it as a personal responsibility, and apprise themselves of the consequences of poor attendance.

Students are allowed 1 absence from class. An excused absence, as defined by the University, is a verified illness, family emergency, religious observance, or University sponsored event. A doctor’s note or letter from an appropriate person will be considered verification for an excused absence. An excused absence must be reported to the instructor prior to the class meeting by e-mail and verified by the dean’s office to be accepted as an excused absence. Being tardy and leaving early is not acceptable. Three of these will count as an absence. An incomplete will only be given for documented illness or death in the family.

1. An excused absence is not an excuse for a late assignment.

2. This class only meets one day a week. Therefore, if a student has 2 absences, excused or unexcused, he/she will be dropped from this course.

Student Conduct:

- This is an upper level, professional preparation course. Therefore, a professional attitude is expected from you. Please be attentive during all lectures, be visually present, appropriately dressed, and be an active participant. You are responsible for all the information disseminated this semester, whether it is from the instructor, an industry professional or your fellow classmates. It is strongly suggested that you take copious notes. You will be quizzed on all information.

- Lateness and absences will be looked upon as a failure to do your “job” and will result in your “dismissal” from this class. NO EXCEPTIONS. Consider this a job and your grade is your paycheck. Failure to perform satisfactorily will cost you your “employment”

- In addition to a professional demeanor, it is expected that you will participate fully in all topics and discussions. You will be fortunate to have interaction with many industry professionals throughout this semester, and it is expected that you will be attentive, appreciative, and enthusiastic about these speakers.

- You are expected to be on time for each Zoom session. That means online and ready by 5:00pm.

- Cell phones and computers must be muted, and not used during class.

Regarding the internship:

- Only students who earn a “C” or higher in CRS 331 will be permitted to conduct an on-site internship in the summer of 2021. If you do not complete CRS 331 with a grade of C or higher, you will have to return next fall to retake this class.
• It is the responsibility of the student to seek out and obtain an internship for the summer of 2021. The instructor is available for advice and to help facilitate the process, but the ultimate responsibility lies with the student. Do not procrastinate in your efforts to obtain the internship as the deadline for finding one is late April.

• Participating in an internship is a privilege and should be looked upon as such. Students should strive for, but not expect to receive compensation for this learning experience. This is an educational opportunity that is required by your degree program, and you are receiving course credit for it. Do not confuse this with a job; it is education at its best, an invaluable learning experience that will open doors for you and your future in the apparel industry. Be humble and open to the experience. Be proactive and learn as much as you can, and don’t always wait to be told what to do. Companies appreciate self-starters.

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.

Academic Integrity Policy

The UNCG Academic Integrity Policy States; “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

Assignments and Projects:
• All assignments and projects are to be uploaded to Canvas at the beginning of class (5:00pm) on the date specified. **No late assignments or projects will be accepted.** In the business world deadlines are an everyday fact of life that are non-negotiable. Only students with an excused absence (see attendance policy above) will be allowed to turn in a late assignment. If your absence has been documented and excused by the dean’s office, your assignment or project must be turned in before the next class period in order to receive a grade.

• **All written work is to be word-processed, using Times New Roman 12 pt. font and double spaced with 1” margins.**

**EVALUATION:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>POINT VALUE</th>
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<tbody>
<tr>
<td>Personal SWOT analysis</td>
<td>100</td>
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<tr>
<td>Internship Research Oral Presentation</td>
<td>50</td>
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<tr>
<td>Resume and cover letter</td>
<td>200</td>
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<tr>
<td>Business Communication Assignment</td>
<td>100</td>
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<td>1 Exam</td>
<td>100</td>
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<td>Mock Interview</td>
<td>100</td>
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<td>Case Study Oral Presentation</td>
<td>100</td>
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<tr>
<td>Linkedin Profile assignment</td>
<td>50</td>
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<tr>
<td>30 second commercial</td>
<td>50</td>
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<tr>
<td>Track your spending</td>
<td>50</td>
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<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>900 points</strong></td>
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**GRADING SCALE:**

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

NOTE: The instructor reserves the right to alter the syllabus if necessary.

**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.
Required UNCG syllabus language
Approved by Faculty Senate on July 29, 2021

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. 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:

- Following face-covering guidelines
- 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 facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class.

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 requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the 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 other 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.
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic/Reading Assignment Due Date</th>
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| 1    | Week of 8/23 | Course Overview and Requirements  
Previous Summer Internship Companies  
**Resume Assignment**  
**30 Second Commercial Assignment**  
**Case Study Assignment** |
| 2    | Week of 8/30 | Guest Speaker: Nicole Hall, Career Center 5pm  
Dress for Success  
**Cover Letter Assignment**  
1st Draft of Resume DUE |
| 3    | Week of 9/6  | No Class–Labor Day                                                                                  |
| 4    | Week of 9/13 | Guest Speaker: Ginger Aydogdu, Simply Southern 5pm?  
Video: How to Prepare for a Skype interview  
Case Studies: Groups 1 & 2, 11 & 12  
**Mock Interview Assignment**  
30 second Commercial DUE |
| 5    | Week of 9/20 | Guest Speaker: Lizzy Tahn, Campus Greensboro 5pm  
Case Studies: Groups 3 & 4, 13 & 14  
Employee Incentives, Compensation, Rewards  
**Linkedin Assignment**  
1st draft of Cover Letter DUE |
| 6    | Week of 9/27 | Guest Speaker: Kohl’s- Danielle Hall, Mariah Taylor-Judd  
Case Studies: 5 & 6, 15 & 16  
Ethics, Ethical Behavior, and Conflict Resolution  
**Final draft of Resume DUE**  
**Internship Research/Oral Presentation Assignment** |
| 7    | Week of 10/4 | Guest Speaker: Abercrombie Larry Miller?  
Case Studies: Groups 7 & 8, 17 & 18  
Time, Stress, and Money Management  
**Mock Interview Assignment DUE**  
**Track your spending**  
**Business Communication Assignment** |
| 8    | Week of 10/11 | No Class due to Fall Break                                                                               |
| 9    | Week of 10/18 | Guest Speaker: Kelly Flanagan, Kyane Epps, Raven Stanley, KontoorBrands  
Case Studies: 9 & 10, 19 & 20  
Global Culture & Global Travel  
**Final Draft of Cover Letter DUE** |
| 10   | Week of 10/25 | Guest Speaker: Rachel Flores, PVH?  
Careers in the Apparel Industry  
**Linkedin Assignment DUE**  
**Extra Credit Assignment EPortfolio** |
| 11   | Week of 11/1 | Guest Speaker: TBD  
**Personal SWOT analysis Assignment**  
**Internship Research/Oral Presentations DUE, start presentations** |
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<th>Week</th>
<th>Event</th>
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| 12 | Week of 11/8 | **Internship Oral Presentations continue**  
                 **Business Communication Assignment DUE**          |
| 13 | Week of 11/15 | Guest Speaker: TBD  
                 Health and Safety in the Workplace  
                 **Personal SWOT assignment DUE, presentations begin** |
| 14 | Week of 11/22 | **SWOT analysis assignment presentations continue**  
                 **Track your spending DUE**  
                 **Extra Credit EPortfolio DUE**                                  |
| 15/16 | Week of 11/29  
            Week of 12/6 | Information/Preparing for CRS 332  
                 **Online Exam from 8am 12/3-12/6 11:59pm**               |