Consumer, Apparel and Retail Studies
Course Syllabus
CRS 482 Special Problems in CRS
Spring 2022

PROFESSOR: Anne Mitchell Wood
CLASS: Monday 5-7:30pm
LOCATION: Stone 244

OFFICE: 353 Stone, UNCG
EMAIL: acmith2@uncg.edu
OFFICE HOURS: Tuesday/Thursday 9:30-11am via Zoom

COURSE DESCRIPTION: Understanding, analyzing and problem solving of consumer, apparel, and retail issues. Emphasis will be placed on firsthand discovery through travel to NYC and the NRF student summit, market appointments, retail shopping, museum visits and dialogue with industry professionals.

REQUIRED READING:

STUDENT LEARNING OUTCOMES: After completing this course, you will be able to:
- Understand challenges faced in retail operations from concepts to processes, strategies and techniques that are employed.
- Research strategies for operating effective and efficient retail operations, including but not limited to brick-and-mortar, online and omni-channel organizations.
- Solve operational, managerial and strategic problems by integrating critical thinking and practice.

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.
Being tardy or leaving early is not acceptable. Every time a student is tardy or leaves early, it will be marked as an absence. The instructor reserves the right to drop the student from the course after 2 unexcused absences. Written documentation of the excused absences must be presented to the instructor during scheduled office hours within 1 week. The student is responsible for all material covered in class, regardless of the reason of absence. This may include assigned readings, lecture and discussion, visuals, slides, videos and handouts. Missing a class discussion will result in a zero.

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 note, telephone, or e-mail to be accepted as an excused absence. An incomplete will only be given for documented illness or death in the family.

An excused absence is not an excuse for a late assignment. Written assignments that are late will only be accepted within 48 hours of due date (i.e. till 5pm 2 days after assignment is due) and one letter grade will be deducted.

EXPECTATIONS FROM STUDENTS:
- Come prepared for every class.
- Complete work on time and in the format prescribed
- Treat everyone with respect – the classroom is an open forum for discussion.
- Proofread and edit all work before turning it in.
- NO TEXTING, TWEETING, ONLINE CHATTING, etc. while in class.
- Participate fully in class discussions

Evaluation and Grading: Grades will be determined by the following components and distribution below. Detailed handouts for each part of the course will be provided as the course progresses.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Behavior/Participation/Journal in NYC</td>
<td>400</td>
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<tr>
<td>Preparation for NYC: Resume/10 Questions</td>
<td>50</td>
</tr>
<tr>
<td>Team Project – Retailer Evolution</td>
<td>100</td>
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<tr>
<td>Individual Project-Retail Strategy</td>
<td>100</td>
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<tr>
<td>Class Discussions (50 pts each)</td>
<td>150</td>
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<tr>
<td>Reflection Paper</td>
<td>100</td>
</tr>
<tr>
<td>Attendance</td>
<td>100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000 points</strong></td>
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GRADING SCALE:
- A= 93-100
- A- = 90-92
- B = 83-86
- B- = 80-82
- C = 73-76
- C- = 70-72
- D = 63-66
- D- = 60-62
- B+= 87-89
- C+= 77-79
- D+= 67-69
- F = Below 60
The professor reserves the right to alter the syllabus if needed. Students will be notified verbally and in written form (email/Canvas) should such a situation arise.

CLASS LECTURES: The textbook while useful will not be the only source of information for this class. It is important that the student listens and takes careful notes during this class. Class lectures are intended to enrich or supplement the assigned readings and class activities. They are NOT intended to summarize or substitute for the reading or class activities.

Preparation for NYC:

1. You must have an updated copy of your resume, with 10 copies/envelopes that you will bring with you to the NRF Summit.
2. You must have 10 prepared questions written at the beginning of your journal to potentially ask at NRF or market appointments.
3. You must purchase a journal (It can be a regular notebook, but I recommend the Moleskine or Rhodia brands which are a bit smaller) that you will use to document the NY portion of our trip. All appointments, including the NRF summit, must be documented. You can jot brief notes during, then afterwards, write questions or observations you have about each experience. This will help you to identify problems, challenges, and opportunities that you will use during the semester assignments. Feel free to include sketches, business cards, photos, etc. to help document the trip. No notetaking on phones allowed.

STUDENT RESPONSIBILITY:
Each student is responsible for reading the syllabus and becoming familiar with all course policies and the outlined schedule, including tests, projects, and lab due dates. In addition, each student is expected to comply with the UNCG Honor Policy, contribute to class discussions/activities, attend all labs on time, and be properly prepared for every class with textbook and required materials. Students should speak with me early in the semester about problems with course materials, grades, class assignments, etc... Do not wait until the end of the semester to address problems that can be solved immediately. If you are having trouble understanding class materials or lab assignments, please contact me immediately. I do not mind helping anyone further understand course materials, I want you to succeed and understand the information in this course and I am here to help you.

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.

**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/](https://shs.uncg.edu/) or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available. 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](https://shs.uncg.edu/srp) or reaching out to recovery@uncg.edu

**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/](https://ods.uncg.edu/) or by calling 336-334-544 or visiting them in Suite 215, EUC

**AMERICAN DISABILITIES ACT:**

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a disability must be registered with the Office of Disability Services located in 215 EUC. [www.uncg.edu/ods](http://www.uncg.edu/ods)

**Required UNCG syllabus language**

Approved by Faculty Senate on November 22, 2021

As we return for spring 2022, 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. These actions include, but are not limited to:

- Following face-covering guidelines
- Engaging in proper hand-washing hygiene
- Self-monitoring for symptoms of COVID-19
- Staying home when 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
- Completing a self-report when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive
- Staying informed about the University's policies and announcements via the [COVID-19 website](https://www.uncg.edu/coronavirus/)


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. Students may move their chairs in class to facilitate group work, as long as instructors keep seating chart records. 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 are also 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 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.

- 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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Class Topic</th>
<th>Reading for Class</th>
<th>Assignments for class</th>
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<tbody>
<tr>
<td>Week 1 Jan 9-19</td>
<td>NYC TRIP</td>
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<tr>
<td>Week 2 Jan 18</td>
<td>Special problems in Retail-WSJ article discussion</td>
<td>bring 1 recent WSJ article for discussion</td>
<td>NYC Journals Due</td>
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<tr>
<td>Week 3 Jan 24</td>
<td>New Rules of Retail PP &amp; discussion</td>
<td>New Rules of Retail must be read by this date</td>
<td>Teams and topics selected for Retail Evolution project</td>
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<tr>
<td>Week 4 Jan 31</td>
<td>Tentative visit to VI Style in Kernersville</td>
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<td>Groups work independently</td>
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<td>Week 5 Feb 7</td>
<td>Post Corona discussion</td>
<td>Post Corona: From Crisis to Opportunity must be read by this date</td>
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<td>Week 6 Feb 14</td>
<td>Groups work independently</td>
<td></td>
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<tr>
<td>Week 7 Feb 21</td>
<td>Groups work independently</td>
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<tr>
<td>Week 8 Feb 28</td>
<td>Complete Team presentations</td>
<td></td>
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<tr>
<td>Week 9 Mar 7</td>
<td>SPRING BREAK-NO CLASS</td>
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<tr>
<td>Week 10 Mar 14</td>
<td>Team Presentations begin</td>
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<td>Team Project-Retail Evolution DUE</td>
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<td>Week 11 Mar 21</td>
<td>Complete Team presentations</td>
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<td>Individual Project-Retail Strategy begins</td>
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<td>Week 12 Mar 28</td>
<td>Work on individual project</td>
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<td>Week 13 April 4</td>
<td>Work on individual project</td>
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<tr>
<td>Week 14 Apr 11</td>
<td>Work on individual project</td>
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<td>Week 15 Apr 18</td>
<td>Individual presentations start</td>
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<td>Individual Project-Retail Strategy DUE</td>
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<td>Week 16 April 25</td>
<td>Complete individual presentations</td>
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<td>Reflection paper exam due 5/4</td>
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<td>Exams 4/29-5/5</td>
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CARS NEW YORK CITY STUDY TOUR
JANUARY 2022
EXPECTATIONS, GUIDELINES AND ACKNOWLEDGEMENT

While we are in New York City, we are not just enjoying the city and all it has to offer, we are also representing the University of North Carolina at Greensboro and the Department of Consumer, Apparel and Retail Studies. Therefore, you will be expected to:

- Be on time for all scheduled appointments and departure times. Missing an appointment is unacceptable and will be reflected in grading.
- Act and dress professionally for all scheduled appointments. Note that it is crucial to wear comfortable shoes as you will be walking much more than normal, so please be mindful of this when packing. Extreme heels or brand-new shoes are not a good idea.
- Always behave responsibly and follow all guidelines related to Covid and your instructor. You must have proof of Covid vaccination and photo ID at all times, face covering (bring extras!!) to participate in all activities, NRF, museums, restaurants.
- Never go anywhere alone. You must have at least one other person with you unless you are meeting a family member locally and have pre-arranged with the Professor.
- Be aware of your surroundings and purses/valuables, especially in crowded areas or subways. Pickpockets are common in NYC and we don't want anyone in our group to fall victim.
- Know the name and address of the hotel where we are staying-The Marriott Residence Inn on 39th St at 1033 6th Ave. across from Bryant Park and the closest subway stops (Times Square NQRW or Bryant Park BDFM).
- During free hours, make sure that Professor Wood is informed of your intended destination and return time.
- You must be back to the hotel no later than 1am on any given evening; otherwise, you won't be fit to participate the next day.
- Please respect ALL hotel rules, and if you are coming in late, respect others in the hotel by being as quiet as possible. If management speaks to me about any students, it will be reflected in everyone’s grade. We are staying at a Marriott property, and we want to be welcomed back again, and since this is the first time a UNC-G group has stayed at this particular property, your exemplary behavior is a must.
- If I need to speak to a student(s) regarding, but not limited to inappropriate conduct, poor group dynamics, lack of professional demeanor, argumentative behavior, or any other disruption during the week including all the above, it will be reflected in your NYC grade, which counts for 40% of your total class grade.

I acknowledge that I have read, understood, and will abide by the syllabus and all the above and Professor Wood’s instructions during the trip to NYC in January 2022

Signed___________________________________________________________Date________________________