THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
BRYAN SCHOOL OF BUSINESS AND ECONOMICS
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES
SPRING 2023

RCS 355: RETAIL CONSUMER RESEARCH
Tuesdays and Thursdays • 3:30–4:45 p.m. • STONE 244

PROFESSOR: Dr. Trish Kemerly
Email: twkemerl@uncg.edu
Office: 357 Stone Building
Hours: 11 am-1 pm Mondays, 1-2 pm Tuesdays, or by appointment

REQUIRED TEXT
- Cox, Emmett (2012). *Retail Analytics: The Secret Weapon*. Wiley and Sons. ISBN: 978-1-118-09984-1
- Knaflic, Cole Nussbaumer. (2020). *Storytelling with Data: Let's Practice*. (workbook) Wiley and Sons. ISBN: 978-1-119-62149-2

Optional text (recommended, not required):
- Brannon, Evelyn L. ((2010). Fashion Forecasting. 3rd edition (or newer versions). New York: Fairchild. ISBN: 978-1-56367-820-2

COURSE DESCRIPTION
Social and cognitive processes related to the meanings people assign to clothing cues when perceiving one another. Focus on use of dress as non-verbal communication in contemporary society.

LEARNING OUTCOMES:
Upon completion of this course, the student will be able to:
- Identify the major methods of customer data collection used by retail companies and how this data can inform business decisions.
- Describe the main tools used to predict customer behavior and identify the appropriate uses for each tool.
- Communicate key ideas about customer analytics and how the field informs retail business decisions.
- Demonstrate how to use retail data to develop customer insights and business strategy through hands-on experience.

STUDENT RESPONSIBILITY
Each student is responsible for reading the syllabus and becoming familiar with the policies and schedule outlined within, including exam dates and assigned readings. Although every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any announcements concerning the course which are made during class, whether or not you are in attendance. Students are expected to read

assignments prior to scheduled class dates. You are responsible for checking Canvas **regularly** to be apprised of any announcements pertaining to the course.

My expectations of 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 or online activities while in class other than assigned tasks.
- Participate in class discussions.

COURSE POLICIES

I. ATTENDANCE

Class attendance is expected. 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.*

Class attendance records will be monitored and excessive absences reported. The *Withdrawal Due to Class Attendance* form serves as a request to withdraw students from class due to excessive absences. Students are responsible for all material covered in class regardless of the reason for absence. This may include assigned readings, assignments, lectures and discussion, visuals, slides, videos, and handouts. Because class lectures may 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.**

I allow students to have up to three unexcused absences without it affecting your attendance grade. After that, your attendance grade will drop with each additional absence. For example, 0-3 absences = 100%, four absences = 85%, five absences = 80%, six absences = 75%, and so forth. Ten or more unexcused absences will result in a zero for your attendance grade, and/or you may be dropped from the course.

Exams missed due to an unexcused absence may **NOT** be made up.

Excused Absences
An excused absence is limited to illness documented by a physician's statement on original letterhead or death in the immediate family. Note: "Personal problems" are not considered grounds for an excused absence unless documented by a physician's statement. Written documentation of the excused absence must be submitted to me within one week of the absence. You will be notified whether or not the absence was approved. It is **your responsibility** to initiate, follow-up and keep records of these procedures.

Promptness and Attentiveness
Late arrivals are unacceptable. Plan to stay the entire time. Unnecessary noise and movement is distracting to your professor and class members. Excessively late arrivals and early departures will be considered as absences. You are expected to show both courtesy and respect towards other classmates as well as the professor. This includes refraining from talking while others are speaking. Excessive disruption of ANY KIND can result in removal from the course at any point in the semester.

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.

II. EVALUATION

	Point Value
Fashion forecasts	300 points
Group projects	200 points
Final exam	100 points
Attendance/in-class work	400 points
Total possible points	**1000 points**

Grading Scale
Final letter grades will be determined from the percentage of points earned out of the total required points. The following percent scale will be used to assign grades:

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

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 will 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. See http://academicintegrity.uncg.edu/complete/ for UNCG's statement regarding the honor code.

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 of the Elliott University Center.

Make-up Exams
All students are required to take exams *during the scheduled time*.

NOTE: There will be **NO MAKE UP EXAM for the final exam regardless of excuse**. As with any university-level course, you are expected to take the final exam during the scheduled day and time. Exams will not be given early, regardless of reason or request.

III. COURSE STRUCTURE

A variety of learning styles will be addressed in this class and are reflected in the structure of evaluation for the course. Class time will consist of a combination of lecture and class discussion as well as group and individual activities.

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 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.

Fashion Trend Forecasts (30% of grade)
- Each student will be assigned (2) fashion forecasts this semester. The first will be collecting "visual" data to create a short PowerPoint presentation to the class on the garment category of your choice. The second forecast will be a seasonal trend forecast put together by collecting various visual data related to the season. Deliverable will be a booklet and online poster presented to the class.

Group projects (20% of grade):
- One project requires that the students (in groups) apply the course concepts and methods in a real-world situation.
- One project utilizes the 'flipped classroom' to effect engaged learning of textbook material.
- Additional written guidelines will be provided early in the semester.

In-class activities (35% of grade):
- There will be several data analysis exercises conducted in class as time permits.
- These exercises are to be completed in class and submitted during that same class period. Therefore, *they may not be made up if you come to class late or not at all.*

Current readings/class reports (5% of grade):
- Each student is required to submit one (1) article write-up (no more than 2 pages, 12-point font, double-spaced, and 1" margins) from any of the recommended outside readings or magazines featuring consumer research (e.g., Shopping Centers Today, The Wall Street Journal, Fortune, Forbes, Stores, Advertising Age Business Week, Business International, etc.).

- The article must be very current and ideally should be related to the topics being discussed in class.
- You must summarize the article, explain why this information is important to us and discuss what we can learn from the reading in regard to apparel retail consumer research.
- In addition, each student is required to present a five-minute oral presentation of your report. A sign-up sheet for current reading dates will be taken in the second half of the semester.
Examples:
1. "Walmart's Secret Weapon for the Digital Age: Stores" Wall Street Journal by Sarah Nassauer, 21-22 December, 2019
2. "Coach is pulling its products from department stores across the US," Fortune, 9 Aug 2016.
3. "Retailing in the US" Euromonitor International, January 2019

4. "Lululemon Looks to Dress Men After its success with Women" by Charity L. Scott, 12 December, 2019.
5. "The Generational Shopping Divide" Wall Street Journal, by Ray A. Smith, 26 November, 2019.
6. "Top Consumer Trends for 2020" Wall Street Journal, by Ellen Byron, 15 Jan. 2020

<u>Final exam (10% of grade):</u>
- Final exam will be an online assessment of data based on in class assignments done throughout the semester.

Late Penalty for ALL Required Assignments
Assignments are due on the dates listed below. Grades will be lowered 10 points per day late. Assignments will NOT be accepted after two days.

Professionalism
A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, and clients is very important. Honesty and independent work is expected on all assignments. Students are encouraged to seek advice from the instructor when needed, in a timely manner in order that sufficient time is given to resolve problems or complete assignments.

IV. CANVAS
Canvas will be used throughout the semester for the following:
- **Announcements:** This is where you will find any announcements pertaining to changes in the syllabus or instructions as to emergency situations if they arise.
- **Files:** Under this heading you will find the course syllabus, class lectures, exam preparation materials, project guidelines, and other relevant materials.
- **Assignments:** See deadlines and instructions for assignments and projects.
- **Grades:** This is where you can look up your exams and assignments scores.

V. EXAM PROTOCOL NOTE
Latecomers to an exam will NOT be allowed to take the exam once the first completed exam has been turned in. NO EXCEPTIONS.

UNCG COVID STATEMENT
As we return for spring 2023, please uphold UNCG's culture of care to limit the spread of Covid-19 and other airborne illnesses. These actions include, but are not limited to:
- 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 isolate if ill
- Completing a self-report when experiencing Covid-19 symptoms or testing positive for Covid-19
- Following the CDC's exposure guidelines when exposed to someone who has tested positive for Covid-19

Staying informed about the University's policies and announcements via the Covid-19 website

	Date	Topics	Required Readings / Assignments
Week 1	Tuesday, Jan. 10	Course overview & requirements ▪ What is trend forecasting?	**Read your syllabus!**
	Thursday., Jan. 12	Review group assignment #1 ▪ How to create a killer PP ▪ Discuss trend forecast fieldwork	
Week 2	Tuesday, Jan. 17	Discuss trend forecast #2 assignment ▪ Mapping the zeitgeist activity	
	Thursday, Jan. 19	Ch. 1: Retailing Analytics introduction	Read Chapter 1: Retail Analytics
Week 3	Tuesday, Jan. 24	WGSN overview and group work	Bring your laptops!
	Thursday, Jan. 26	No lecture today -- work on fieldwork images!	
Week 4	Tuesday, Jan. 31	Data assignment #1 with Steve Cramer ▪ Euromonitor	Meet in library
	Thursday, Feb. 2	Fieldwork presentations today	**Trend forecast fieldwork due; presentations in class**
Week 5	Tuesday, Feb. 7	▪ Fieldwork presentations continue ▪ Ch. 2: Retail & data analytics	**Read Ch. 2; Group 1 presentation**
	Thursday, Feb. 9	Trend forecasting classwork	**Bring laptops! Forecast images due.**
Week 6	Tuesday, Feb. 14	Ch. 3: The Apparel Industry	**Read Ch. 3; Group 2 presentation**
	Thursday, Feb. 16	Steve Cramer session #2: Mintel	
Week 7	Tuesday, Feb. 21	Ch. 4: Geography & demographics	**Read Chapter 4; Group 3 presentation**
	Thursday, Feb. 23	Storytelling with Data: Introduction and exercise	
Week 8	Tuesday, Feb. 28	Storytelling with Data with exercise	**Storytelling with Data #1 due**

	Thursday, March 2	Trend forecast presentations	**Trend forecast presentations due**
Week 9	Tuesday, March 7 Thursday, March 9	**Spring Break: NO CLASS** ☺	
Week 10	Tuesday, March 14	Trend forecast presentations (continued) ▪ Kontoor group project overview	**Storytelling with Data #2 due**
	Thursday, March 16	Kontoor to visit class and overview project	
Week 11	Tuesday, March 21	Kontoor on-site data collection	*Location TBD*
	Thursday, March 23	Kontoor on-site data collection	*Location TBD*
Week 12	Tuesday, March 28	In-class data assignment #2 and article sign-up	
	Thursday, March 30	Ch. 5: In-store marketing & presentation	**Read Ch. 5; Group 4 presentation**
Week 13	Tuesday, April 4	Steve Cramer session #3: Simply Analytics	Meet in library
	Thurs., April 6	Ch. 6: Store operations & retail data	**Read Ch. 6; Group 5 presentation**
Week 14	Tuesday, April 11	In-class data assignment #3	
	Thurs., April 13	Ch. 7: Loyalty marketing	**Read Ch. 7; Group 6 presentation**
Week 15	Tuesday, April 18	In-class data assignment #4	
	Thurs., April 20	Article roundtable discussion	**Article assignment due at 10 am**
Week 16	Tuesday, April 25	Last day of class! Article roundtable discussion	

FINAL EXAM (Online)
TUESDAY, MAY 2, 2023 – 3:30 P.M. TO 6:30 P.M.