



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

**The University Of North Carolina At Greensboro
Bryan School of Business and Economics
Department Of Consumer, Apparel, and Retail Studies**

**CRS 470/570: APPAREL BRAND MANAGEMENT
SPRING 2024 • Online via Canvas**

PROFESSOR: Dr. Trish Kemerly

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Office: 357 Stone Building

Hours: 1-3 pm Mondays, 2-3 pm Wednesdays, or by appointment

REQUIRED TEXT

- Hameide, K. (2011). *Fashion branding unraveled*. New York, NY: Fairchild.

COURSE DESCRIPTION

An introduction to the aspects of managing an apparel brand portfolio, including creating and positioning the brand, establishing brand equity and differentiation, and providing a brand experience for global apparel consumers. The objective of this course is to help students understand how a brand is built and managed for market success. Students will apply this learning to real world scenarios to identify the dynamics of brand management.

LEARNING OUTCOMES:

Upon completion of this course, the student will be able to:

- Describe the concepts related to brand management, including brand equity and brand extension.
- Identify challenges and opportunities faced by global apparel brand companies.
- Critically assess the contribution of branding to gaining competitive advantage within the global apparel industry.
- Analyze the brand management strategies of apparel firms.
- Assess the factors important to consumers when interacting with brands.
- Develop strategies for brand development and management within the global apparel marketplace based on the synthesis of market, company and consumer environments.
- Integrate theories and concepts and provide strategic solutions for the identified problems in the apparel brand management.

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 work. 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 on Canvas or via email. 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.

A few words of advice:

- Spend time with the material — each week you'll need to complete the discussion question, and reading earlier in the week tends to help students process the information better.
- Don't wait until the last minute to complete class assignments, each assignment requires critical and creative thinking. Please take time with the assignments.
- Don't be shy! Be in touch with questions and/or concerns.

COURSE POLICIES

I. RULES OF CONDUCT

This course is a web-based course utilizing Canvas and Zoom. Course content will include readings, videos, articles, assignments, discussions via discussion board in Canvas, and exams. It is important that you check the course website regularly for any new course information. You are responsible for any information posted on Canvas and for keeping up with material and assignments.

Your participation and engagement with the course will be monitored. 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, including assigned readings, assignments, lectures and discussion, visuals, slides, videos, etc. **It is assumed that you are aware of ALL relevant due dates and course requirements.**

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 [336-334-5440](tel:336-334-5440) or visiting them in Suite 215 of the Elliott University Center.

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
Midterm exam	200 points
Final exam	200 points
Assignments (5 x 25 pts)	125 points
Discussion/participation (15 x 10 pts)	150 points
Total possible points	675 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.

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 course and are reflected in the structure of evaluation for the course.

Exams (59% of grade)

- There will be both a midterm exam and a final exam in this course. Exams are not cumulative. Exams are based on the text (regardless of whether the entire chapter was specifically discussed in class), class discussion, assignments, and other materials covered in class. All exams will consist of multiple choice. **NO MAKE UP EXAMS WILL BE GIVEN.**

Assignments (19% of grade):

- There will be a total of 5 assignments that are due before midnight on the designated due date. Assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one-inch margin across, unless otherwise specified. A detailed instruction rubric will be provided for each assignment.

Online class discussion (22% of grade):

- Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible! Students are expected to participate much like they would in a face-to-face class.
- Instructor will post one discussion question (DQ) per week that relates to that week's content. You must post your own response to the question (5 pts). In addition, you must respond to one post from your peers with your thoughts, challenges, builds, and/or commentary (5 pts). Each week, you can receive a max of 10 pts. for participating in the discussion.
- Throughout each week I will be reading responses and sending you "probes" or follow up questions to what you have written. These additional questions DO NOT count as your response to your classmates, but rather will be factored into your original answer to the DQ for that week.
- In grading the above, both quantity and quality of participation will be graded. Simple replies such as "I agree with you" "I like your idea" and "Very good point" will not count. Replies should include your thinking paths (i.e., why you agree/disagree, etc.). The professor will monitor and interject as needed.
- Please be aware that you cannot post your responses after 11:59 pm Sunday of each week. This means no late posting is accepted. One whole week is given for you to post. I encourage you to post your original response to the DQ by Thursday morning at the latest so that the class will have enough time to post responses by Sunday night.

Incompletes (for the course):

- Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at discretion of the professor. 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 done and a timetable for completion.

Professionalism

A professional demeanor is expected of students. Showing respect for the instructor, teaching assistant, classmates, and/or 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.

TENTATIVE CLASS SCHEDULE
(Subject to change)

	Date	Topics	Required Readings / Assignments
Week 1	Monday, Jan. 8 to Sunday, Jan. 14	Course overview & requirements	Read your syllabus! DQ #1: Upload personal video (due Jan. 14)
Week 2	Monday, Jan. 15 to Sunday, Jan. 21	Part I: Understanding the Brand ▪ Reading: Ch. 1, pages 1-21	DQ #2: due Jan. 21
Week 3	Monday, Jan. 22 to Sunday, Jan. 28	Brand issues ▪ Reading: Ch. 1, pages 22-35	DQ #3: due Jan. 28 Assignment #1: due Jan. 28
Week 4	Monday, Jan. 29 to Sunday, Feb. 4	The branding process: Brand decision & positioning ▪ Reading: Ch. 2, pages 37-48	DQ #4: due Feb. 4
Week 5	Monday, Feb. 5 to Sunday, Feb. 11	The positioning strategy ▪ Reading: Ch. 2, pages 48-75	DQ #5: due Feb. 11
Week 6	Monday, Feb. 12 to Sunday, Feb. 18	The branding process: Communicating, launching & evaluating ▪ Reading: Ch. 3, pages 76-86	DQ #6: due Feb. 18 Assignment #2 due Feb. 18
Week 7	Monday, Feb. 19 to Sunday, Feb. 25	Growth strategies & repositioning ▪ Reading: Ch. 3, pages 87-102	DQ #7: due Feb. 25
Week 8	Monday, Feb. 26 to Sunday, March 3	The Luxury Brand Decision ▪ Reading: Ch. 4, pages 121-155	Midterm exam this week! (due March 3) DQ #8: due March 3
Week 9	Monday, March 4 to Sunday, March 10	Spring Break: NO CLASS ☺	
Week 10	Monday, March 11 to Sunday, March 17	Part II: The Fashion Brand ▪ Reading: Ch. 4, pages 107-120	DQ #9: due March 17 Assignment #3 due March 17
Week 11	Monday, March 18 to Sunday, March 24	Mass market fashion brands ▪ Reading: Ch. 5, pages 156-161	DQ #10: due March 24

Week 12	Monday, March 25 to Sunday, March 31	Premium brands: The new luxury ▪ Reading: Ch. 5, pages 162-175	DQ #11: due March 31
Week 13	Monday, April 1 to Sunday, April 7	Retail brands ▪ Reading: Ch. 6, pages 176-188	DQ #12: due April 7 Assignment #4 due April 7
Week 14	Monday, April 8 to Sunday, April 14	Other considerations for retail brands ▪ Reading: Ch. 6, pages 189-217	DQ #13: due April 14
Week 15	Monday, April 15 to Sunday, April 21	Part III: The Future of Fashion Branding ▪ Reading: Ch. 7, pages 221-245	DQ #14: due April 21 Assignment #5 due April 21
Week 16	Monday, April 22 to Wed., April 24	The virtual brand ▪ Reading: Ch. 7, pages 245-261 ▪ Study for your final exam!	DQ #15: due April 24

**FINAL EXAM (Online)
SATURDAY, APRIL 27, 2024 – 3:30 P.M. TO 6:30 P.M.**