



CRS 231: Introduction to Apparel and Related Industries: From Concept to Consumer

Tuesdays and Thursdays, 11:00 AM – 12:15 PM, NSCI Room 106

Spring 2024

Course Overview

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Office Hours: Tuesdays from 12:45 PM – 1:45 PM in Stone 203 or by appointment (please make an appointment via email).

Course Description

This course will provide an interaction of the consumer with apparel, retail, and associated industries. This course will present an overview of industry processes from raw material to consumption for apparel and other consumer products. Career opportunities within the industries will also be explored.

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Analyze and explain the organization and operation of the U.S. fashion industry.
- Investigate the practical application of industry methods and strategies.
- Recognize and discuss the proper terminology from the apparel, textile, and related industries.
- Explain how apparel and accessories are designed, produced, and distributed.
- Describe and appreciate career opportunities within the apparel, textile, and related industries.

Required Materials

Burns, L. D., & Mullet, K. K. (2020). *The business of fashion: Designing, manufacturing, and marketing* (6th ed.). New York, NY: Bloomsbury Publishing, Inc.

Course Requirements

Your final grade will be determined by your performance on the following assignments: career snapshot, in-class case studies, quizzes, and exams. A brief explanation of each of these assignments is given below. **All assignments must be submitted through Canvas, follow APA guidelines and use correct grammar and spelling.** Please visit the writing center, <https://writingcenter.uncg.edu>, for assistance with ensuring your assignments are grammatically correct. I reserve the right to change the grading scale and the assignments as needed.

- Career Snapshot: 55 points
- In-Class Case Studies: 250 points
- Quizzes: 100 points (10 quizzes, 10 points each)
- Exams: 300 points (3 exams, 100 points each)
 - Exam 1: Chapters 1-4 as well as information learned from lectures, articles, discussions and guest speakers from weeks 1-4.
 - Exam 2: Chapters 5-8 as well as information learned from lectures, articles, discussions and guest speakers from weeks 5-8
 - Exam 3: Chapters 9-13 as well as information learned from lectures, articles, discussions and guest speakers from weeks 9-13.
- Attendance: 60

Total Points Possible= 765 Points.

Career Snapshot: From a list of possible careers that are available in the apparel and related industries, listed on pages 258 to 261 of your textbook, choose one to research and present via an infographic (you can find templates for this at [Canva](https://www.canva.com)) posted to Canvas. Your infographic should include the following information: a description of the career, the necessary qualifications to be hired, average salary, pros and cons of the career and types of companies that offer these careers. Additionally, please provide a references page of your sources in APA format. After posting your infographic, compare and contrast your career, with two other careers posted by your peers. In your comparison, it should be clear which careers you are comparing.

- Career Snapshot Rubric

In Class Case Studies: For every chapter, you will be presented with a case study to analyze and address a problem related to that chapter. You will discuss the case study with your group, and provide a group written response. Following this small group discussion, a larger in-class discussion will be held in which your group's thoughts and ideas will be shared. There will be thirteen opportunities to work on the in-class case studies. Your three lowest scores will be dropped.

- In Class Case Study Rubric

Exams: Three exams will be given throughout the semester. Exams will be timed, multiple choice and true/false based and will include material from the following sources: textbook readings, discussion readings, class discussions, lectures, assignments and guest speakers. Exams will be given via Canvas and are due before the due date. However, if issues arise with online exams, in class exams will be given. You can use your textbook and class notes during your exam. No outside

collaborations (i.e., your peers, classmates, copying from others etc.) are allowed while taking your exam.

Quizzes: One quiz for each chapter will be given via Canvas. Your three lowest quiz scores will be dropped. The quizzes are timed (20 minutes), and due by 10:59 AM on the due date (see course calendar). There will be no make-ups given since three of the quizzes will be dropped (so please use these wisely, i.e., for when you're sick, for when you didn't have time to do the reading, etc.). Quizzes will cover the material from the chapter. While you can use your notes, you may not consult with your peers when taking the quizzes.

Grading: If you feel that an assignment was mis-graded, I am happy to take a second look. Please wait 48 hours after receiving your grade, and then email me with an explanation of why you believe your grade should be different from what you received. I reserve the right to lower your grade if upon a second view of your work I determine that your initial grade was too high. This process is designed to reduce frivolous re-grading requests as well as to have you reflect on the quality of your own work.

Final letter grades will be determined from the percentage of points earned out of the total possible points. The following percent scale will be used to assign grades, and used to determine results of each exam:

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

Contacting Me: Email is the best way to reach me. I will respond to your email within 48 business hours after receiving it. Please treat email as a form of professional communication and ensure that your emails come from your school email address, contain a detailed subject line, are written in complete sentences, are grammatically correct and do not contain spelling errors. Please see this link for how to properly communicate via email.

Additional Policies:

Academic Integrity Policy: As a student of the University of North Carolina at Greensboro it is expected that you understand and adhere to the Academic Integrity Policy. All submitted assignments are to be your own work, any instances of plagiarism will result in a grade of zero for the assignment and a reported violation.

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.

Academic Accommodations:

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, EUC.

Attendance:

In-person 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.
- Signing attendance sheets on behalf of friends will be considered violation of academic integrity and serious action will be taken.
- 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, lecture and discussion, visuals, slides, videos and handouts. Because class lectures will 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 **final course grade** will drop by 2 points with each additional absence.

For example, 0-3 absences = 0 points reduced from your final course grade, four absences = 2 points reduced from your final grade, five absences = 4 points reduced from your final grade, and so forth.

- Ten or more unexcused absences may result in you being dropped from the course.
- Excused absences:
 - An excused absence is limited to illness documented by a physician's statement on original letterhead or death in the immediate family. Please note: "Personal problems" are not considered grounds for an excused absence unless documented by a physician's statement. Similarly, being absent for work or meetings are not considered excused absences.
 - Written documentation of the excused absence must be submitted to me within one class period of the absence. It is your responsibility to initiate, follow-up and keep records of these procedures.
- If you are present for all classes, you will receive an extra 2 points on your final grade.

Punctuality and Attentiveness:

- Class starts at 11 AM in person, and if you're going to be there, be on time and plan to stay the entire time.
- Unnecessary noise and movement is distracting to your professor and class members.
- Excessively late arrivals or early departures will be considered as absences. If you are regularly going to be more than 10 minutes late, or departing 10 minutes early, please reconsider your schedule.
- 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 disruptions of ANY KIND can and will result in removal from the course at ANY POINT in the semester.

Laptops and Electronics:

Please turn your cell phones to vibrate and put them where they will not distract you. If you need to use a laptop in class, that is fine. However, it is encouraged that you take notes the old-fashioned way (paper and pencil) as doing so will help you and your peers stay focused as well as help you retain information better.

Participation:

It is essential that you participate in the class discussions as you have the opportunity to help your peers learn as well as evolve your own understanding of the topics at hand by articulating them from your point of view. To ensure a safe, collaborative learning environment, please remember the following guidelines when contributing to the class discussion:

- Respect your peers' opinions, even if you disagree with them.
- Be prepared by completing assignments ahead of class.
- Ask questions for deeper meaning and understanding.
- Listen to your peers while they are talking.
- Share your ideas, opinions, and knowledge.

- Consider marginalized viewpoints.

Completing Assignments:

All assignments (quizzes, discussion leadership, career snapshot, exams and in-class case studies) are due on or before their due date. No late work will be accepted, nor make-up exams given unless you're experiencing a well-documented extenuating circumstance such as illness (documented by a physician's statement on letterhead) or death in the immediate family (documented by funeral program and/or obituary) and you contact me well in advance of the due date (this means days in advance, not hours).

Basic Needs Security:

In order to fully engage in school and to learn, your basic needs must first be met. If you are experiencing circumstances that prevent you from fulfilling your basic needs (food, shelter and clothing), please contact the Dean of Students Office. If you feel comfortable, you may also reach out to me. Please note that UNCG has a food pantry as well as resources available if you're facing food insecurity or homelessness.

Mental Health Resources:

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

Course Calendar:

Below you will find an outline of the topic for each class, assigned readings as well as assignment due dates. Assigned readings should be completed before coming to class. I reserve the right to change the course calendar as needed and will communicate changes as soon as possible.

	Date	Topic	Items Due
Week 1	1/9/24	<ul style="list-style-type: none"> ● Introduction and Course Syllabus 	
	1/11/24	<ul style="list-style-type: none"> ● Trends in the Industry 	
Week 2	1/16/24	<ul style="list-style-type: none"> ● Chapter 1: The Global Fashion Industry ● Chapter 1: In-Class Case Study. 	<ul style="list-style-type: none"> ● Chapter 1 Quiz due in Canvas by 11:00 AM
	1/18/24	<ul style="list-style-type: none"> ● Chapter 2: Missions, Objectives, and Competitive Strategies of Fashion Businesses ● Chapter 2: In-Class Case-Study 	<ul style="list-style-type: none"> ● Chapter 2 Quiz due in Canvas by 11:00 AM
Week 3	1/23/24	<ul style="list-style-type: none"> ● Guest Speaker: Steven Cramer, UNCG Libraries <i>Class will meet in Jackson Library 177 a</i> 	
	1/25/24	<ul style="list-style-type: none"> ● Chapter 3: Sustainable Supply Chains in the Fashion Industry ● Chapter 3: In-Class Case Study 	<ul style="list-style-type: none"> ● Chapter 3 Quiz due in Canvas by 11:00 AM
Week 4	1/30/24	<ul style="list-style-type: none"> ● Introduction of CARS, Guest Speaker: Dr. Hodges 	<ul style="list-style-type: none"> ● Career snapshot infographics due in Canvas by 11:00 AM
	2/1/24	<ul style="list-style-type: none"> ● Chapter 4: Sourcing Decisions across the Fashion Supply Chain ● Chapter 4: In-Class Case Study 	<ul style="list-style-type: none"> ● Career snapshot comparison due in Canvas by 11:00 AM. ● Chapter 4 Quiz Due by 11:00 AM
Week 5	2/6/24	<ul style="list-style-type: none"> ● Guest Speakers: THREADS and the National Retail Federation Student Association. 	
	2/8/24	<ul style="list-style-type: none"> ● No Class: Exam 1 (Chapters 1-4 as well as information learned from articles, discussions, and guest speakers from weeks 1-4). ● Exam is posted in Canvas. 	<ul style="list-style-type: none"> ● Exam 1 due by 3:00 pm.
Week 6	2/13/24	<ul style="list-style-type: none"> ● Chapter 5: Business Entities in the Fashion Industry ● Chapter 5: In-Class Case Study 	<ul style="list-style-type: none"> ● Chapter 5 Quiz due by 11:00 AM
	2/15/24	<ul style="list-style-type: none"> ● Chapter 6: Legal Aspects of Fashion Businesses ● Chapter 6: In-Class Case Study 	<ul style="list-style-type: none"> ● Chapter 6 Quiz due by 11:00 AM
Week 7	2/20/24	<ul style="list-style-type: none"> ● Chapter 7: Marketing Research in Fashion ● Chapter 7: In-Class Case Study 	<ul style="list-style-type: none"> ● Chapter 7 Quiz due by 11:00 AM
	2/22/24	<ul style="list-style-type: none"> ● NO CLASS: AMA CONFERENCE 	

	Date	Topic	Items Due
Week 8	2/27/24	<ul style="list-style-type: none"> ● Chapter 8: Color, Material, and Fashion Trend Forecasting ● Chapter 8: In-Class Case Study 	● Chapter 8 Quiz due by 11:00 AM
	2/29/24	<ul style="list-style-type: none"> ● Exam Review 	
Week 9	3/5/24	<ul style="list-style-type: none"> ● Spring Break 	
	3/7/24	<ul style="list-style-type: none"> ● Spring Break 	
Week 10	3/12/24	<ul style="list-style-type: none"> ● No Class: Exam 2 (Chapters 5-8 as well as information learned from articles, discussions and guest speakers from weeks 5-8). ● Exam is posted in Canvas 	● Exam 2 due by 3:00 pm
	3/14/24	<ul style="list-style-type: none"> ● CARS RCS Concentration: Guest Speakers: Dr. Tu & Dr. Kemerly 	
Week 11	3/19/24	<ul style="list-style-type: none"> ● Chapter 9: Designing Fashion Products ● Chapter 9: In-Class Case Study 	● Chapter 9 quiz due by 11:00 AM
	3/21/24	<ul style="list-style-type: none"> ● CARS APD Concentration: Guest Speakers: Professor Carrico and Dr. Bang 	
Week 12	3/26/24	<ul style="list-style-type: none"> ● Chapter 10: Preproduction Process ● Chapter 10: In-Class Case Study 	● Chapter 10 quiz due by 11:00 AM
	3/28/24	<ul style="list-style-type: none"> ● Guest Speaker: Group Work - Dr.Kemerly 	
Week 13	4/2/24	<ul style="list-style-type: none"> ● Chapter 11: Manufacturing Fashion Products ● Chapter 11: In-Class Case Study 	● Chapter 11 quiz due by 11:00 AM
	4/4/24	<ul style="list-style-type: none"> ● Guest Speaker: CARS BS & MS Program - Dr. Su 	
Week 14	4/9/24	<ul style="list-style-type: none"> ● Chapter 12: Marketing Fashion Brands ● Chapter 12: In-Class Case Study 	● Chapter 12 quiz due by 11:00 AM
	4/11/24	<ul style="list-style-type: none"> ● Guest Speaker -Ms. Anne Wood -Internship 	
Week 15	4/16/24	<ul style="list-style-type: none"> ● Chapter 13: Fashion Distribution and Retailing ● Chapter 13: In-Class Case Study 	● Chapter 13 quiz due by 11:00 AM
	4/18/24	<ul style="list-style-type: none"> ● Guest Speaker*: Career Services 	
Week 16	4/23/24	<ul style="list-style-type: none"> ● Review Session 	
Week 17	5/1/24	<ul style="list-style-type: none"> ● Final Exam/Exam 3 (Chapters 9-13 as well as information learned from articles, discussions, and guest speakers from weeks 9-13). ● Exam is posted in Canvas. 	● Exam 3 due by 3:00 pm.

* To be confirmed