



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS**  
**Department of Consumer, Apparel and Retail Studies (CARS)**  
**Course Syllabus- Spring 2024**

**CRS 255: Consumer Behavior in Apparel and Related Industries**  
**M, W, F - 11:00-11:50 am, Moore Building | Room 226**

**Instructor:**

**Email:** usswamy@uncg.edu

**Office:** 203 Stone Building

**Office Hours:** 9:45 am -10:45 am Mondays or by appointment

**Required reading:**

Rath, P. M., Bay, S., Petrizzi, R., & Gill, P. (2015). *The why of the buy: Consumer behavior and fashion marketing* (2nd ed.). New York, NY: Fairchild Books, Bloomsbury.

Packback Access Code

**Recommended reading:**

Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being*, 13th Edition. Pearson.  
Hoyer, W. D., MacInnis, D. J., Pieters, R. (2018). *Consumer Behavior*. 7<sup>th</sup> Edition. Cengage Learning.

**Technology requirements:** Students are expected to bring their **smartphones and laptops** to every class; however, it should be **muted at all times**. If you do not have access to an Android or iOS mobile device, please see me at the end of class.

Also, most homework assignments will utilize Canvas. It is the student's responsibility to check Canvas regularly for any postings and announcements.

**Course Description:**

CRS 255 is an interdisciplinary study of how and why consumers make specific decisions and behave as they do. It includes principles and strategic implications of consumer behaviors for apparel and related industries.

**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 may be 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.

## Student learning outcomes:

- Understand fashion concepts, theories related to consumer behavior, and major concepts in consumer behavior.
- Understand cultural, sociological, and psychological concepts related to consumer behavior
- Describe consumer characteristics, motivations and values, and concepts related to the self.
- Describe and understand demographic (age, race, ethnicity, income and social class) and psychographic aspects of consumers.
- Gain an understanding of concepts related to fashion communication and decision-making.
- Identify and analyze consumption-related ethical issues related to consumer protection and the environmental impact of consumption.

## Student learning activities:

The primary learning activities used to assess students' mastery of the course will include

- Textbook readings as assigned by the professor.
- Magazines and periodical readings as well as in-class polling, word clouds, digital & oral discussions, and reports of current happenings in the fashion industry.
- Submission of homework, case studies, as well as discussion posts.
- Packback discussion boards
- Mid-term and Final Exams (3 exams).

## 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.*

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. Please 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 class period of the absence. It is **your responsibility** to initiate, follow-up, and keep records of these procedures.

#### **Promptness and attentiveness**

Class starts at 11 am, and if you're going to be there, be on time and plan to stay the entire time. Other activities like work or meetings are not excused absences from class. Unnecessary noise and movement is distracting to your professor and class members. 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.

**Rules of Conduct:**

*Academic Misconduct:* Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an “F” for this course.

**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**

All grades and scores recorded will remain confidential in accordance with University policy. Grades will be determined by the following components and distribution:

	Point Value	Percent of grade
Three exams (3x100)	300 points	43.00%
Quizzes	100 points	14.25%
Assignments	100 points	14.25%
Discussion Board	100 points	14.25%
In-Class Activities	100 points	14.25%
	<b>700 Points</b>	<b>100%</b>

**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:

- |                     |                     |                     |                     |
|---------------------|---------------------|---------------------|---------------------|
| <b>A</b> = 100 - 93 | <b>B</b> = 86 - 83  | <b>C</b> = 76 - 73  | <b>D</b> = 66 - 63  |
| <b>A-</b> = 92 - 90 | <b>B-</b> = 82 - 80 | <b>C-</b> = 72 - 70 | <b>D-</b> = 62 - 60 |
| <b>B+</b> = 89 - 87 | <b>C+</b> = 79 - 77 | <b>D+</b> = 69 - 67 | <b>F</b> = 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.). Academic dishonesty of any form will not be tolerated in this class. The minimum penalty is an “F” in this course, up to referral to the administration for disciplinary action.

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 in 215 Elliott University Center, 334-5440, <http://ods.dept.uncg.edu/>, [oars@uncg.edu](mailto:oars@uncg.edu).

### **Exams:**

All students are required to take exams during the scheduled time and submit it on canvas before the scheduled deadline.

**Note:** There will be no make-up exam for any of the exams regardless of excuse. As with any university-level course, you are expected to take the final exam during the scheduled day and time.

## **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, slides, and class discussion as well as individual and group activities.

### **Exam**

- Three non-cumulative exams (including the final) will be given.
- Each exam will cover assigned readings and concepts presented during in-class lectures leading up to the exam.
- Exam questions will be objective (multiple choice, matching, and true/false) and will include information from chapters and lecture notes.
- Exams will be online.
- Posting of scores: Exam scores will be available on Canvas on completion of the exams.

**Assignments:** Instead of class on Fridays, you’ll have activities and quizzes to work on individually and turn in by the end of the day. These activities may consist of short research assignments, case studies, or quizzes that will help you to better understand the material or provide real-world examples of retail issues happening in the world today. You can find the guidelines for each of these activities on Canvas via the “Assignments” link.

All the assignments should be submitted as .doc or .docx or pdf format. In most of the cases, pdf is preferred. Use Times New Roman 12 size font with line spacing 2. Overall margin should be 1 inch for any page. Use cover page. All the assignments should provide references for the sources

used, using APA formatting.

Note: There will be six opportunities to work on the assignments. Your two lowest scores will be dropped. Any assignment turned in late will be lowered 5 points per day. Assignments will NOT be accepted after two days.

**Quizzes:** Quizzes will be random. Mostly multiple-choice questions and True/False. There will be six opportunities to work on the quizzes. You will have two attempts to complete a quiz. Quizzes have to be submitted by the end of day Friday. Delayed submissions will NOT be accepted. Your two lowest scores will be dropped.

**Discussion Board:** Canvas Packback will be used for weekly discussions. Your discussion grade will be evaluated on the level and quality of your contribution. Quality discussions include moving the discussion forward, offering a unique, different, and relevant perspectives on the issue, building on comments of others, and demonstrating reflective thinking. There will be twelve opportunities to work on the discussions. Your two lowest scores will be dropped.

In order to receive your points per week, you should submit the following per each deadline period:

- 1 open-ended Question per week with a minimum Curiosity Score of 50, each worth 5 points
- 2 Responses per week with a minimum Curiosity Score of 50, each worth 2.5 points.

You can pose a question about anything related to consumer behavior, retail and fashion, not just what we're talking about in class that week. But maybe in class, you'll have a question that you can post here to get classmates' opinions! There will be twelve opportunities to work on the assignments. Your two lowest scores will be dropped.

**In Class Activities:** For some chapters, you will be presented with a case study or activity to analyze and address related to that chapter. You will discuss this 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.

#### **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 of the different assignments.
- Quizzes: Quizzes will be available under this tab
- Grades: This is where you can look up your exam and assignment scores.

**I am here to help you. If you have any concerns, please let me know. You all are strongly encouraged to feel free to ask any questions.**

**RCS 255 — TENTATIVE COURSE SCHEDULE**  
(*subject to change*)

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Corresponding Readings and Items Due</b>
1	Mon, Jan 8	Introduction and Course Requirements	Read Chapter 1
	Wed, Jan 10	Chapter 1: Why is Consumer Behavior Important to the Fields of Fashion and Design?	
	Fri, Jan 12	No Class or Assignments today	
2	Mon, Jan 15	Dr. Martin Luther King Jr. holiday.	Read Chapter 2 Discussion 01 Post Due Sun Jan 21 @ 11:59 pm Quiz 1 Due
	Wed, Jan 17	Chapter 2: Consumer Behavior, Marketing, & Fashion	
	Fri, Jan 19	Assignment 1 posted and Quiz 1 Due	
3	Mon, Jan 22	Chapter 3: How Fashion Consumers Perceive, Learn, and Remember	Read Chapter 3 & 4 Discussion 02 Post Due Sun Jan 28 @ 11:59 pm Assignment 01 Due
	Wed, Jan 24	Chapter 4: Motivation and the Fashion Consumer	
	Fri, Jan 26	Assignment 1 Due	
4	Mon, Jan 29	Chapter 5: Attitude and the Fashion Consumer	Read Chapter 5 Discussion 03 Post Due Sun Feb 04 @ 11:59 pm Quiz 2 Due
	Wed, Jan 31	Continued	
	Fri, Feb 2	Assignment 2 posted and Quiz 2 Due	
5	Mon, Feb 5	Exam Review 1	No Discussion Posts This Week
	Wed, Feb 7	Exam 1	
	Fri, Feb 9	No Class or Assignments today	
6	Mon, Feb 12	Chapter 6: Personality and the Fashion Consumer	Read Chapter 6 & 7 Discussion 04 Post Due Sun Feb 18 @ 11:59 pm Assignment 02 Due
	Wed, Feb 14	Chapter 7: Age, Family, and Life Cycle Influences.	
	Fri, Feb 16	Assignment 02 Due	
7	Mon, Feb 19	Chapter 8: Social Influences on Fashion Consumers.	Read Chapter 8 & 9 Discussion 05 Post Due Sun Feb 25 @ 11:59 pm Quiz 3 Due
	Wed, Feb 21	Chapter 9: Demographics, Psychographics, and the Fashion Consumer	
	Fri, Feb 23	Assignment 3 Posted and Quiz 3 Due	
8	Mon, Feb 26	Chapter 10: How Marketers Obtain and Use Consumer Information	Read Chapter 10 Discussion 06 Post Due Sun Mar 3 @ 11:59 pm Assignment 03 Due
	Wed, Feb 28	Continued	
	Fri, Mar 1	Assignment 03 Due	
9	Mon, Mar 4	Spring Break - No Classes	
	Wed, Mar 6	Spring Break - No Classes	
	Fri, Mar 8	Spring Break - No Classes	
10	Mon, Mar 11	Exam Review 2	No Discussion Posts This Week
	Wed, Mar 13	Exam 2	
	Fri, Mar 15	No Class or Assignments today	
11	Mon, Mar 18	Chapter 11: Decision Making	Read Chapter 11 Discussion 07 Post Due Sun Mar 24 @ 11:59 pm Quiz 4 Due
	Wed, Mar 20	Continued	
	Fri, Mar 22	Assignment 04 Posted and Quiz 4 Due	

12	Mon, Mar 25 Wed, Mar 27 Fri, Mar 29	Chapter 12 : How Fashion Consumers Buy Continued Assignment 04 Due	Discussion 08 Post Due Sun Mar 31 @ 11:59 PM Assignment 04 Due
13	Mon, Apr 1 Wed, Apr 3 Fri, Apr 5	Chapter 13: The Use of Fashion Goods by Organizations Continued Assignment 05 Posted and Quiz 5 Due	Read Chapter 13 Discussion 09 Post Due Sun Apr 07 @ 11:59 PM Quiz 5 Due
14	Mon, Apr 8 Wed, Apr 10 Fri, Apr 12	Chapter 14: Global Consumers of Fashion and Design Chapter 15: Ethics and Social Responsibility Assignment 05 Due	Read Chapter 14 & 15 Discussion 10 Post Due Sun Apr 14 @ 11:59 PM Assignment 05 Due
15	Mon, Apr 15 Wed, Apr 17 Fri, Apr 19	Chapter 16: The Role of Government Continued Assignment 06 Posted and Quiz 6 Due	Read Chapter 16 Discussion 11 Post Due Sun Apr 21 @ 11:59 PM Quiz 6 Due
16	Mon, Apr 22 Wed, Apr 24 Fri, Apr 26	Final Exam Review/Assignment 06 Due Last Day of Classes/Assignment 06 Due <b>Final Exam (To be Announced)</b>	Discussion 12 Post Due Wed Apr 24 @ 11:59 PM Assignment 06 Due