

Course Syllabus

 Edit

THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS Department of Consumer, Apparel and Retail Studies (CARS) Course Syllabus- Spring 2026

CRS 255: Consumer Behavior in Apparel and Related Industries M, W, F - 03:00-03:50 pm, Stone Building | Room 204

Instructor:

Md. Hasan Sheikh

Email: mhsheikh@uncg.edu

Office: 203 Stone Building

Office Hours: 4:00 pm-5:00 pm 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*. 7th Edition. Cengage Learning.

Technology requirements: Students are expected to bring their **smartphones and laptops** to every class; however, they 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.

Most homework assignments will be posted on Canvas. Students are responsible for checking Canvas regularly for assignments 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. While every effort will be made to follow this syllabus closely, it is subject to change. You are responsible for any course announcements made during class, whether or not you are present. Students are expected to read assignments before scheduled class dates. You are responsible for checking Canvas **regularly** for course announcements.

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 consumer decision-making process.
- Describe and understand demographic (age, race, ethnicity, income, and social class) and psychographic aspects of consumer markets.
- Gain an understanding of concepts related to fashion communication and consumer decision-making.
- Identify and analyze ethical issues in fashion consumption related to consumer protection and environmental impact.

Student learning activities:

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

- Textbook readings as assigned by the instructor.
- 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

1. 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. You are **responsible** for initiating, following up on, and keeping records of these procedures.

Promptness and attentiveness

Class begins promptly at 3:00 PM. Please arrive on time and plan to stay for the entire session. Work schedules or other meetings do not constitute excused absences. Please be respectful of your classmates and instructor by minimizing distractions—this includes unnecessary noise, movement, and talking while others are speaking. Excessive disruptions of any kind may 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, at internship sites, and at events where students are representing the CARS program.

Course-related complaints must **first** be discussed with the instructor. According to the UNCG University Catalog, students wishing to appeal a grade should **first** address their 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.

1. 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%
	700 Points	100%

Grading scale:

Final letter grades will be based on the percentage of total points earned. The following grading scale will be used:

A = 100 - 93	B = 86 - 83	C = 76 – 73	D = 66 - 63
A- = 92 - 90	B- = 82 – 80	C- = 72 – 70	D- = 62 - 60
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. 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/>  (<http://ods.dept.uncg.edu/>), oars@uncg.edu (<mailto:oars@uncg.edu>).

Exams:

Students must complete exams at the scheduled time and submit them on Canvas by the deadline.

Note: There will be no make-up exams for any reason. As with all university-level courses, students are expected to take the final exam on the scheduled date and time.

1. COURSE STRUCTURE

This course accommodates various learning styles, as reflected in the evaluation structure. Class sessions will include lectures, slides, discussions, and 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 in format (multiple-choice, matching, and true/false) and will cover material from the textbook 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 include short research assignments, case studies, or quizzes to help you better understand course material through real-world retail examples. Guidelines for each activity are available on Canvas under the "Assignments" link.

All assignments must be submitted in .doc, .docx, or .pdf format; in most cases, PDF is preferred. Use Times New Roman, 12-point font, with double spacing and 1-inch margins on all sides. A cover page is required. All assignments must include references for sources used and follow APA formatting guidelines.

Note: There are **six assignments** throughout the semester. Your two lowest scores will be dropped. Late assignments will be penalized 5 points per day and will not be accepted after two days.

Quizzes: Quizzes will be given randomly and consist primarily of multiple-choice and true/false questions. There are **six quizzes** throughout the semester, and you will have two attempts to complete each quiz. Quizzes must be submitted by 11:59 PM Friday. Late 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 advance the conversation by offering unique and relevant perspectives, building on others' comments, and demonstrating reflective thinking. There will be twelve opportunities to work on the discussions. Your two lowest scores will be dropped.

To receive full points each week, submit the following by each deadline:

- 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 may post questions about any topic related to consumer behavior, retail, or fashion—not limited to that week's class material. You are also encouraged to share class-related questions to gather classmates' perspectives. There will be **twelve opportunities** to work on the assignments. Your two lowest scores will be dropped.

In-Class Activities: For selected chapters, you will be given a **case study** or activity related to the chapter content to analyze. You will discuss the case with your group and submit a group-written response. After the small-group discussion, a larger class discussion will take place in which groups will share their ideas and perspectives.

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: This section contains the course syllabus, lecture slides, exam study materials, project guidelines, and other course resources.
- Assignments: View assignment deadlines and instructions.
- Quizzes: Quizzes will be available under this tab
- Grades: This is where you can look up your exam and assignment scores.

I'm here to help you succeed in this course. Please don't hesitate to reach out with any questions or concerns—no question is too small!

CRS 255 — TENTATIVE COURSE SCHEDULE

(subject to change)

Week	Date	Topic	Corresponding Readings and Items Due
1	Mon,	Introduction and Course Jan 12 Requirements	

Chapter 1: Why is Consumer

Wed, Behavior Important to the
Jan 14 Fields of Fashion and
Design? Read Chapter 1

Fri,
Jan 16 Ch. 1 Review

2 Mon, Dr. Martin Luther King Jr.
Jan 19 holiday. No Class Read Chapter 2

Wed, Chapter 2: Consumer
Jan 21 Behavior, Marketing, &
Fashion Discussion 01 Post
Due Sun Jan 25 @
11:59 pm

Fri, Assignment 1 posted and
Jan 23 Quiz 1 Due Quiz 1 Due

3 Mon,
Jan 26 No Class Read Chapters 3 &
4

Wed, Chapter 3: How Fashion
Jan 28 Consumers Perceive, Learn,
and Remember Discussion 02 Post
Due Sun Feb 1 @
11:59 pm

Fri, Chapter 4: Motivation and
Jan 30 the Fashion Consumer Assignment 01 Due
Assignment 1 Due

4 Mon, Chapter 5: Attitude and the
Feb 2 Fashion Consumer Read Chapter 5

	Wed, Feb 4	Continued	Discussion 03 Post Due Sun Feb 08 @ 11:59 pm
	Fri, Feb 6	Assignment 2 posted and Quiz 2 Due	Quiz 2 Due
5	Mon, Feb 9	Exam Review 1	
	Wed, Feb 11	Exam 1	No Discussion Posts This Week
	Fri, Feb 13	No Class or Assignments today	
6	Mon, Feb 16	Chapter 7: Age, Family, and Life Cycle Influences.	Read Chapters 7 & 12
	Wed, Feb 18	Chapter 12: Decision Making	Discussion 04 Post Due Sun Feb 22 @ 11:59 pm
	Fri, Feb 20	Assignment 02 Due	Assignment 02 Due
7	Mon, Feb 23	Chapter 8: Social Influences on Fashion Consumers.	Read Chapters 8 & 9
	Wed, Feb	Chapter 9: Demographics, Psychographics, and the	Discussion 05 Post Due Sun, March 1

25 Fashion Consumer @ 11:59 pm

Fri,
Feb
27 Assignment 3 Posted and
Quiz 3 Due Quiz 3 Due

8 Mon,
March
2 Chapter 10: How Marketers
Obtain and Use Consumer
Information Read Chapter 10

Wed,
March
4 Continued Discussion 06 Post
Due Sun Mar 8 @
11:59 pm

Fri,
Mar 6 Assignment 03 Due Assignment 03 Due

9 Mon,
Mar 9 Spring Break - No Classes

Wed,
Mar
11 Spring Break - No Classes

Fri,
Mar
13 Spring Break - No Classes

10	Mon, Mar 16	Exam Review 2	No Discussion Posts This Week
	Wed, Mar 18	Exam 2	
	Fri, Mar 20	No Class or Assignments today	
11	Mon, Mar 23	Chapter 6: Personality and the Fashion Consumer	Read Chapter 6
	Wed, Mar 25	Continued Assignment 04 Posted	Discussion 07 Post Due Sun Mar 29 @ 11:59 pm
	Fri, Mar 27	Quiz 4 Due	Quiz 4 Due
12	Mon, March 30	Chapter 11: Social Media and the Fashion Consumer	Read Chapter 11 Discussion 08 Post Due Sun April 05 @ 11:59 PM
	Wed, Apr 1	Assignment 05 Posted and Quiz 5 Due Assignment 04 Due	Quiz 5 Due Assignment 04 Due
	Fri, Apr 3	No Class (Spring Holiday)	

13	Mon, Apr 6	No Class (Easter Monday)	
	Wed, Apr 8	Chapter 14: Global Consumers of Fashion and Design	Read Chapters 14 Discussion 09 Post Due Sun Apr 12 @ 11:59 PM
	Fri, Apr 10	Assignment 05 Due Quiz 6	Assignment 05 Due/Quiz 6 Due
14	Mon, Apr 13	Chapter 13: How Fashion Consumers Buy	Read Chapters 13 & 15 Discussion 10 Post Due Sun Apr 19 @ 11:59 PM
	Wed, Apr 15	Chapter 15: Ethics and Social Responsibility	
	Fri, Apr 17	Continued Assignment 06 Posted	
15	Mon, Apr 20		
		Chapter 16: The Role of Government	Read Chapter 16 Discussion 11 Post Due Sun Apr 26 @

11:59 PM

Wed,
Apr 22 Continued

Friday, No Class
Apr 24 Assignment 06 Due

16	Mon, April 27	Final Exam Review	Discussion 12 Post Due Wed Apr 29 @ 11:59 PM
-----------	------------------	--------------------------	--

Wed, **Final Questions before**
Apr 29 **Exam**

Fri,
May 1 **Final Exam**

