CONSUMER, APPAREL, AND
RETAIL STUDIES

Bryan School of Business and Economics

210 Stone Building
336-334-5250
http://bryan.uncg.edu/cars

Nancy Hodges, Department Chair

Jin Su, Graduate Program Director

The Consumer, Apparel, and Retail Studies Department offers two concentrations: Apparel Design and Retailing & Consumer Studies. These concentrations prepare students for positions with companies that focus on the process of concept to consumer for apparel and consumer-related products. Graduates may take positions in apparel design, apparel product development, fashion trend forecasting and analysis, quality control, sourcing, merchandising, buying, and retail management.

Graduate courses focus on consumer, apparel, and retail issues with emphasis on consumer behavior and marketing. Students are encouraged to select supporting course work in related disciplines such as business, economics, sociology, psychology, anthropology, statistics, and information science.

Professor
Elena Egorovna Karpova, Professor and Putnam and Hayes Distinguished Professor
Nancy Nelson Hodges, Burlington Industry Professor and Professor

Associate Professor
Melanie R. Carrico
Jin Su
Tu Watchravesringkan

Assistant Professor
Haeun Bang

Lecturer
Trish W Kemerly
Anne Mitchell Wood

G Graduate-level faculty

• Consumer, Apparel, and Retail Studies, B.S. (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-retail-studies-bs/)
• Retailing and Consumer Studies Undergraduate Minor (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retailing-consumer-studies-minor/)
• Retail Studies, M.S. (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-studies-ms/)
• Consumer, Apparel, and Retail Studies, Ph.D. (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-retail-studies-phd/)
• Retail Consumer Data Analytics, Post-Baccalaureate Certificate (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-consumer-data-analytics-pbc/)
• Retail Merchandising Management, Post-Baccalaureate Certificate (https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/retail-merchandising-management-pbc/)

Business Undergraduate Minor

The Bryan School of Business and Economics offers the Business Undergraduate Minor (https://catalog.uncg.edu/business-economics/business-minor/).