

CONSUMER, APPAREL, AND RETAIL STUDIES

Bryan School of Business and Economics

210 Stone Building
336-334-5250

<https://bryan.uncg.edu/departments/department-of-consumer-apparel-and-retail-studies/>

Nancy Hodges, *Department Chair*
Jin Su, *Graduate Program Director*

The Consumer, Apparel, and Retail Studies Department offers three concentrations: Apparel Design, Retailing and Consumer Studies, and Retail Management.

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

The third concentration, Retail Management, is entirely online and prepares students for advanced careers in the retail industry across product categories, from footwear to food and home furnishings, and everything in between. Graduates may take positions in retail analytics, retail management, allocation, strategy, operations, merchandising, and buying.

During the first two years of study, students will complete the majority of their general education requirements and begin introductory consumer, apparel, and retailing courses. In order to develop a strong knowledge base and build upon previously learned concepts, many of these courses are sequential and must be completed in the established order.

Internship experiences are required of students in the Apparel Design and Retailing and Consumer Studies concentrations through a structured two-course sequence that includes a professional development class that prepares students both to find internships and to achieve successful internship experiences. The CARS Internship Program Coordinator structures and supervises internships to ensure quality experiences. Because of the proximity to North Carolina's strong apparel and retailing industries, the majority of students have internships within the state; however, the long-standing relationships between CARS and the apparel, fashion, and retailing industries link students to opportunities for out-of-state internships in such exciting places as New York City, Atlanta, and the West Coast. Students in the online Retail Management concentration take the professional development class and complete a capstone requirement.

The Department of Consumer, Apparel, and Retail Studies offers graduate programs leading to three different Post-Baccalaureate Certificates as well as the Master of Science in Retail Studies degree. A concentration in Consumer, Apparel, and Retail Studies is also available as part of the online Ph.D. in Business Administration degree.

Graduate course work and research focus on consumer, apparel, and retail issues with emphasis on consumer behavior and retail marketing.

Students are encouraged to select supporting course work in related disciplines.

Professor

Elena Egorovna Karpova, *Professor and Putnam and Hayes Distinguished Professor*^G

Nancy Nelson Hodges, *Burlington Industry Professor and Professor*^G
Jin Su^G

Associate Professor

Melanie R. Carrico^G
Tu Watchravesringkan^G

Assistant Professor

Haeun Bang^G

Senior 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/>)
- Global Fashion Industry Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/global-fashion-industry-management-pbc/>)
- 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/>).