

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*
Kittichai Watchravesringkan, *Director of Graduate Study*

The Consumer, Apparel, and Retail Studies Department offers three major concentrations: Apparel Design, Global Apparel and Related Industries, and Retailing and 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.

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.

The Apparel Design concentration requires students to think creatively and technically. Students must draw freehand and on the computer, make patterns, and construct garments. The Apparel Design concentration is restricted to a limited number of students in the studio courses. All students wishing to enroll in the Apparel Design studio courses must submit an Apparel Design Application. Only students who have formal, written acceptance into the Apparel Design studio courses will be permitted to register in APD 251, APD 252, APD 341, and APD 443. Admission to the university does not guarantee acceptance into the Apparel Design studio courses. In all cases, admission is competitive and limited by space available in the program.

International exposure is built into the curriculum. Study of foreign languages is encouraged and international study experiences are possible. All majors take supporting courses in the Bryan School of Business and Economics. Students in the Retailing and Consumer Studies concentration can elect to fulfill a business minor with two additional Business electives.

Internship experiences are required of all CARS students through a structured two-course sequence that includes a professional development class that prepares them 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.

The Department of Consumer, Apparel, and Retail Studies offers graduate programs leading to a Post-Baccalaureate Certificate and the Master of Science and Doctor of Philosophy degrees. Course work and research focus on primary concepts in the study of consumer, apparel, and

retailing, integrating perspectives from the social sciences, business, economics, and humanities.

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

Associate Professor
Melanie R Carrico^G
Jin Su^G
Tu Watchravesringkan^G

Assistant Professor
Seoha Min^G

Lecturer
Jarrod D Hyman
Trish W Kemerly^G
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>)
- Consumer, Apparel, and Retail Studies, M.S. (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/consumer-apparel-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>)
- Global Apparel Supply Chain Management, Post-Baccalaureate Certificate (<https://catalog.uncg.edu/business-economics/consumer-apparel-retail-studies/global-apparel-supply-chain-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>).