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 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.

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.

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
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
Jarrod D Hyman
Trish W Kemerly
Anne Mitchell Wood

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/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)

Business Undergraduate Minor


Consumer Apparel and Retail Disciplinary Honors

Requirements

• A minimum of 12 credit hours as defined below.
• UNC Greensboro cumulative GPA of 3.30 or better or, for transfer students, cumulative GPA of 3.30 or better from all prior institutions.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>HSS 490</td>
<td>Senior Honors Project</td>
<td>3</td>
</tr>
<tr>
<td>6 credits of Honors course work in the major</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>3 credits of Honors course work in the major or another area</td>
<td>3</td>
<td></td>
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Recognition

Receive a Certificate of Disciplinary Honors in Consumer Apparel and Retail Studies; have that accomplishment, along with the title of the Senior Honors Project, noted on the official transcript; and be recognized at a banquet held at the end of the spring semester.
Honors Advisor
Contact Kittichai Watchravesringkan at k_watchr@uncg.edu for further information and guidance about Honors in Consumer Apparel and Retail Studies. To apply: http://honorscollege.uncg.edu/forms/disc-application.pdf