CONSUMER, APPAREL, RETAIL STDS (CRS)

CRS 211 Textile Science: From Fiber to Finish 3
Principles of textile science with emphasis on fiber chemical composition, physical structure, and properties; analyses of yarn and fabric structures and properties; and fundamentals of coloration and finishing.

CRS 221 Culture, Human Behavior, and Clothing 3
Interaction of clothing and textiles with the individual and society: sociological and psychological implications for non-Western cultures.

GE Core: GSB
GE Marker: GN

CRS 231 Introduction to Apparel and Related Industries: From Concept to Consumer 3
Interaction of the consumer with apparel, retail, and associated industries. Overview of industry processes from raw material to consumption for apparel and other consumer products. Career opportunities explored.

CRS 242 Design Principles and Technology 3
Application of the elements and principles of design to analysis of textile products and solution of design problems. Emphasis on textile product design evaluations through verbal and written communications.

Prerequisites: CARS major.

CRS 255 Consumer Behavior in Apparel and Related Industries 3
An interdisciplinary study of how and why consumers make specific decisions and behave as they do. Principles and strategic implications of consumer behaviors for apparel and related industries.

CRS 262 Fashion Marketing and Communication 3
Integrated marketing communication approach to consumer, apparel, and retailing communication issues. Special emphasis put on professional oral and visual communication of advertising and promotional concepts.

CRS 312 Technical Apparel Analysis 3
Overview of the physical structure and properties of fiber, yarns, fabric, and apparel. Examination and evaluation of ready-to-wear apparel and related consumer goods from a consumer perspective.

Prerequisites: Minimum grade of C (2.0) in CRS 211.
Corequisites: CRS 312L.

CRS 312L Technical Apparel Analysis Lab 0
Laboratory supporting CRS 312.

Prerequisites: Minimum grade of C (2.0) in CRS 211.
Corequisites: CRS 312.
Notes: No grade is awarded with this course number. Grades are awarded with the lecture course.

CRS 321 Social Psychology of Dress 3
Social and cognitive processes related to the meanings people assign to clothing cues when perceiving one another. Focus on appearance-related stereotypes: age, gender, physical attractiveness, status, and ethnicity.

GE Core: GSB

CRS 331 Professional Development: Consumer, Apparel, and Retail Industries 3
Guidance and preparation for relevant and successful internship experiences in the major. Emphasis on professional norms and behavior. Examination of processes, content, requirements, and options for self-directed learning opportunities.

Prerequisites: Overall minimum GPA of 2.20 required for all concentrations. Minimum grade of C (2.0) in APD 252 for Apparel Design concentration; Minimum grade of C (2.0) in RCS 361 for GARI and RCS concentrations.

CRS 332 Internship: Consumer, Apparel, and Retail Industries 6
Campus-monitored, structured internship experiences in off-campus businesses, minimum 300 supervised clock hours. Application and development of professional skills directly related to the student’s concentration in the major.

Prerequisites: Minimum grade of C (2.0) in CRS 231.

CRS 372 Survey of Historic Costume 3
Survey of historic costume from prehistory to present, with emphasis on social, economic, and political events as well as various cultures that have influenced modern dress.

GE Core: GHP
LEC: GMO

CRS 400 Special Problems in Consumer Apparel and Retail Studies 1-4
Individual study. Conference hours to be arranged.

Prerequisites: Permission of instructor.

CRS 401 Supervised Professional Experience 1-4
Internship with selected commercial or industrial organizations, public or private agencies in accordance with the major course of study.

Notes: TDM 500 prior to Fall 2004. TDM 401 during 2004–05.

CRS 421 Entrepreneurship Practicum in Apparel and Consumer Retailing: Store Operations 3
Operation of student-run on-campus retail store. Application of industry knowledge and skills to maintain financial success using appropriate customer service, inventory management, and merchandise display techniques.

Prerequisites: Completion of 30 semester hours at UNCG.
Notes: Same as ENT 421.

CRS 431 Entrepreneurship in Apparel Retailing and Design 3
Exploration of issues in entrepreneurship relative to apparel retailing and design and development of skills necessary to establish and maintain a successful business.

Prerequisites: Minimum grade of C (2.0) in CRS 231 and either BUS 240 or ENT 240.

CRS 481 Contemporary Professional Issues in Consumer, Apparel, and Retail Studies 3
Study of contemporary issues related to consumer, apparel, and retail studies. Application of knowledge and skills to solve real world industry problems.

Prerequisites: For Apparel Design concentration: minimum grade of C (2.0) in APD 341. For GARI concentration: minimum grade of C (2.0) in RCS 464; For RCS concentration: minimum grade of C (2.0) in RCS 560.
CRS 482 Special Problems in Consumer, Apparel, and Retail Studies 1-4
Study tours. Conference hours to be arranged.
Notes: May be repeated once for a total of four (4) semester hours.

CRS 493 Honors Work 3-6
Prerequisite: Permission of instructor; 3.30 GPA in the major.

CRS 513 Apparel and Related Consumer Products Analysis and Standards 3
Process of developing and analyzing product standards as they relate to consumers, industry, and international trade. Analysis of products in relation to existing or proposed standards.
Prerequisites: Grade of C (2.0) or better in CRS 312 or graduate standing.

CRS 530 Economics of the Textile and Apparel Complex 3
Economics and social aspects of production, distribution, and utilization of apparel and textiles.
Prerequisites: Grade of C or better in ECO 201 or its equivalent as determined by the instructor or graduate standing.

CRS 570 Apparel Brand Management 3
All aspects of managing an apparel brand portfolio, including creating and positioning the brand, establishing brand equity and differentiation, and providing a brand experience for global apparel consumers.
Prerequisites: CRS 321.

CRS 582 Problems in Consumer, Apparel, and Retail Studies 2-6
Individual study.

CRS 589 Experimental Course 3
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

CRS 605 Research Methodology in Consumer, Apparel, and Retail Studies 3
Beginning graduate course in research methodology within the domains of consumer, apparel, and retailing. Concepts, frameworks, and relationships of theory and research. Epistemological issues, types of analysis, methods.

CRS 614 Global Luxury Products Market Analysis 3
Analysis of global markets for luxury apparel products. Employ information sources and techniques for market, competitor, and company analysis to support strategic marketing decisions.

CRS 615 Advanced Textiles and Experimental Methods 3
Analysis of structure and functional performance of advanced textiles (geotextiles, biomedical, nonwovens) using experimental methods such as Kawabata Hand Evaluation System, Differential Scanning Calorimeter, Thermal Gravimetric Analysis.
Prerequisites: CRS 614, CHE 205 or CHE 351 or permission of instructor.

CRS 620 Analysis of Apparel and Related Industries 3
Analysis of apparel and related industries from raw materials through consumption. Examination of production and marketing of products, technological developments, and domestic and global market strategies.

CRS 632 Supervised Industry Practicum in Consumer, Apparel, and Retail Studies 3-6
Supervised industry practicum combining practical and academic elements. Course supervised by the Director of Graduate Study or designated faculty member.
Prerequisites: Permission of Director of Graduate Study.
Notes: Six hours of this course may be taken in one semester or three hours may be taken in two consecutive semesters.

CRS 642 Adv Experimental Product Dsgn 3

CRS 663 Experience in Consumer, Apparel, and Retail Issues Abroad 3
Cultural, political, business, and consumer issues within the apparel and retail industries of a specific country. May be repeated for credit with different country.
Prerequisites: CRS 560 or permission of instructor.

CRS 682 Graduate Seminar in Consumer, Apparel, and Retail Studies 3
Fundamentals of graduate studies in Consumer, Apparel, and Retail Studies, including guidelines for development and evaluation of research.

CRS 685 Problems in Retail and Consumer Studies 1-3

CRS 688 Readings in Retail and Consumer Studies 1-3

CRS 690 Minor Research 2-6

CRS 699 Thesis 1-6

CRS 701 Literature and Thought in Consumer, Apparel, and Retail Studies 3
Overview of concepts, frameworks, theory, thought, and empirical research within the domains of consumer, apparel, and retailing. Emphasis on contemporary thinking and identifying opportunities and directions for future research streams.
Prerequisites: Admission to PhD in consumer, apparel, and retail studies and permission of instructor.

CRS 711 Experimental Course 3
This number reserved for experimental courses. Refer to the Course Schedule for current offerings.

CRS 712 Theory Development in Consumer, Apparel, and Retail Studies 3
Examination of business related marketing theories to consumer, apparel, and retail studies. Analysis of marketing theories, models, and conceptual frameworks. Includes business-to-business, consumer, customer relationship, and economic theories.
Prerequisites: CRS 630, CRS 660, CRS 662 or permission of instructor.

CRS 713 Qualitative Methodology in Consumer, Apparel, and Retail Studies 3
Exploration of development and use of qualitative research methodology in consumer, apparel, and retail studies. Focus on application of qualitative methodology to diverse research problems, data collection procedures, and analysis approaches.

CRS 714 Advanced Quantitative Methods in Consumer, Apparel, and Retail Studies 3
Concepts, frameworks, theory, and empirical research methods and models within the consumer, apparel, and retailing domains. Emphasis on application of research methods and multivariate statistical models of consumer and retail research issues.
Prerequisites: STA 671 or ERM 682 or equivalent and admission to PhD in consumer, apparel, and retail studies or permission of instructor.

CRS 720 Social Psychology of Consumption 3
Investigation of approaches to research on consumption within social psychology. Focus on the study of apparel and related consumer products.

CRS 721 Consumer Behavior in Apparel and Retailing 3
Current theories and research in consumer behavior. Application of consumer behavior models to apparel, apparel-related products, and retailing through individualized research products.
Prerequisites: CRS 562 or permission of instructor.
CRS 731 Special Topics in Consumer, Apparel, and Retail Studies 3
Investigation of select topics specific to consumer, apparel, and retail studies.
**Notes:** May be repeated once for credit when topic varies.

CRS 765 College Teaching Practicum in Consumer, Apparel, and Retail Studies 3
Supervised, structured experiences in planning, teaching, and evaluating a college level course. Professors provide guidance and mentoring of graduate students during the experience.
**Prerequisites:** Admission to PhD program in consumer, apparel, and retail studies and permission of instructor.

CRS 781 Directed Independent Study in Consumer, Apparel, and Retail Studies 1-6

CRS 783 Problems in Apparel 1-3
CRS 784 Problems in Retail Marketing 1-3
CRS 786 Readings in Apparel 1-3
CRS 787 Readings in Retail Marketing 1-3

CRS 790 Independent Doctoral Research 1-6
Individual work on research problem(s) related to student's primary area(s) of specialization. Research conducted with faculty guidance and direction. Objective: develop one or more publishable manuscript(s).
**Prerequisites:** STA 661, STA 662.

CRS 799 Dissertation 1-12
**Notes:** Required of all candidates for the Doctor of Philosophy degree. May be divided over two or more semesters.

CRS 801 Thesis Extension 1-3
CRS 802 Dissertation Extension 1-3
CRS 803 Research Extension 1-3