CONSUMER, APPAREL, AND RETAIL STUDIES (CRS)

CRS 201 Consumer Well-Being 3
The role of consumption in society and its impact on the well-being of individuals. Understanding consumer rights and responsibilities. Evaluating marketing messages, products, and services to develop strategies for managing social pressures around consumption and navigating the marketplace.
MAC: MAC Health and Wellness

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 Global Perspectives on Culture, the Body, and Dress 3
Exploration of global practices and thought around dressing the body within a socio-cultural context.
MAC: MAC Global and Intercultural

CRS 231 Introduction to the Fashion Industry: 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 Foundations of Design in the Digital Environment 3
Application of design principles to branding and marketing concepts in the digital environment. Emphasis placed on the use of digital and/or virtual technologies such as Photoshop and Illustrator.
Corequisites: CRS 242L.

CRS 242L Foundations of Design in the Digital Environment Lab 0
Computer lab supporting CRS 242.
Corequisites: CRS 242.
Notes: No grade is awarded with this course number. grades are awarded with the lecture course.

CRS 255 Consumer Behavior in Fashion 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 Social Media Marketing and the Retail Consumer 3
Approaches to branding and marketing communication for retail brands, with a focus on integrating digital and social media strategies with innovative technologies.

CRS 272 The History of Fashion 3
Fashion from prehistory to present, with emphasis on social, economic, and political events as well as various cultures that have influenced modern style.
MAC: MAC CritThink Hum and Fine Art

CRS 281 Fashion and Identity: The Social Psychology of Dress 3
Investigation and analysis of meanings and symbols of the dressed body. Focus on the influence of personal choices and social norms for the development and expression of identity.
MAC: MAC CritThink Soc and BehavSci

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 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 RCS and RMT 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 331. overall GPA of 2.20; 18 s.h. in major; restricted to CARS majors;
Notes: May not be taken concurrently with CRS 331.

CRS 363 Global Sourcing of Apparel and Related Consumer Products 3
Sourcing strategies for apparel and related consumer products, global business and cultural environments, and financial transactions used in conducting business in the international marketplace.
Prerequisites: Minimum grade of C (2.0) in CRS 231.

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

CRS 405 Retail Data Analytics 3
Beginning 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.
Prerequisites: Minimum grade of C (2.0) in RCS 355.

CRS 432 Retail Management Capstone 6
This capstone course is designed as an in-depth application of knowledge and skills to solve contemporary problems in the retail industry. Students will engage in a structured independent study to develop a merchandising/marketing business strategy, including the evaluation of retail performance and projections for future business success.
Prerequisites: Must have senior standing in the CARS major, declared RMT concentration, and pr. or co-req. of RCS 484.

CRS 450 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 470 Fashion Brand Management 3
All aspects of managing a brand portfolio, including creating, positioning, and differentiating a brand. Includes focus on self-branding.

CRS 481 Capstone in Consumer, Apparel, and Retail Studies 3
Study of contemporary issues related to consumer, apparel, and retail studies. Team-based application of cumulative knowledge and skills to solve real world industry issues using creative and innovative approaches.
Prerequisites: Must have senior standing in the CARS major. For Apparel Design concentration: minimum grade of C (2.0) in APD 310 and APD 341. For RCS concentration: pr. or co-req. of RCS 484.

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

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

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.

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

CRS 605 Retail Data Analytics 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 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 630 Economic Dynamics of the Retail Complex 3
Application of economic concepts to consumption behaviors in the retail industry with special emphasis on apparel and related products. Impact of history, trends, brands, and demographics explored.
Prerequisites: CRS 530 and MBA 603 or permission of instructor.

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 651 Advanced Retail Data Analytics 3
Designed to further introduce students to predictive and prescriptive analytics tools for business decisions. Students will also be introduced to the R language and R Studio for statistical analysis and graphics, in addition to Analytic Solver Basic, JMP, and SAS.
Prerequisites: CRS 605.

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
Individual study. Investigation of problems in retail and consumer studies.

CRS 690 Minor Research 2-6

CRS 699 Thesis 1-6
Individual guidance in the development of a specific research problem.

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.

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.

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.

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.

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: Permission of instructor.

CRS 781 Directed Independent Study in Consumer, Apparel, and Retail Studies 1-6
Directed independent study in Consumer, Apparel, and Retail Studies.
Prerequisites: Permission of instructor.

CRS 783 Problems in Apparel 1-3
Problems in Apparel.

CRS 784 Problems in Retail Marketing 1-3

CRS 786 Readings in Apparel 1-3
Readings in Apparel.

CRS 787 Readings in Retail Marketing 1-3
Readings in Retail Marketing.

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).

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
Thesis Extension.

CRS 802 Dissertation Extension 1-3
Dissertation Extension.

CRS 803 Research Extension 1-3
Research Extension.