

# CONSUMER, APPAREL, AND RETAIL STUDIES

*Bryan School of Business and Economics*

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<https://bryan.uncg.edu/departments/departments-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.

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 for 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.

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*<sup>G</sup>  
Nancy Nelson Hodges, *Burlington Industry Professor and Professor*<sup>G</sup>  
Jin Su<sup>G</sup>

## Associate Professor

Melanie R. Carrico<sup>G</sup>  
Tu Watchravesringkan<sup>G</sup>

## Assistant Professor

Haeun Bang<sup>G</sup>

## Senior Lecturer

Trish W Kemerly  
Anne Mitchell Wood

## Lecturer

Jarrod D Hyman

## 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/>).