Consumer, Apparel and Retail Studies

Objectives

SACS: Graduates of the Textiles programs at UNCG should have attained skills in the following areas:

Managerial and Communication Skills
business writing
business and interpersonal communication skills

Marketing Communication Skills
presentation of marketing plans
promotion of marketing ideas

Visual Communication Skills
visual representation of design and marketing plans
merchandising displays
visual layouts of processes
3-D representations of models and textile products

Intercultural Sensitivity Skills
ability to work in diverse groups and teams
ability to communicate with managers from a broad array of cultural, ethnic, national origin, gender and race backgrounds

Mission
SACS:
We state four general goals in our mission statement.

The first is: assisting students in developing a basic working knowledge. We accomplish this goal through a series of required courses in the student's major and in related coursework. Examples are: the required communication classes, courses in sociology, psychology and business administration, the courses in historic costume, economics and social psychology of dress. These types of courses provide a broad understanding of our world and how it is affected by and can affect textile products. This goal is achieved by the learning objectives for managerial and communication skills, intercultural sensitivity skills, knowledge of the historical context of textiles, the human and behavioral context of textiles, and the economic context of textiles.

The second is: providing students with specific knowledge. We accomplish this goal through a series of rigorous courses designed for each of our concentrations. These are designed to achieve the marketing communication skills, the visual communication skills and the learning objectives for each concentration.
The third is: encouraging students to participate in experiences that broaden their practical knowledge. This is achieved through our required internship course in which all students must work in a business environment. It is also achieved through projects undertaken in classes that may be sponsored by businesses, visits and tours of businesses and also through computer simulations of marketing and business processes and through training in sophisticated computer applications for design.

The fourth is: program of outreach for industry and the global community. We accomplish this through a series of speakers in classes, heavy involvement of our industry advisory board in the planning and delivery of our curriculum, through the internship program, through the recruitment of international students and through the offering of courses and seminars on conducting business in other countries. We strive to involve our outside partners in the training of our students in order to produce students that are well grounded in practice as well as theory.