COURSE DESCRIPTION: Critical examination of theories and methodological issues in branding research and their application in apparel and interior product and service branding.

COURSE PREREQUISITES: CAHS 7050, or departmental approval

COURSE OBJECTIVES: The objectives of this course are to
1. survey research streams in the apparel and interior branding related literature
2. help develop your skills in critiquing research papers in the apparel and interior branding related literature
3. help develop your ability to identify research issues in apparel and interior branding
4. help develop and present original research in apparel and interior branding

CLASS SESSIONS:
Consistent with the basic notion of a graduate seminar, the sessions will be discussion oriented with each student exploring ideas and questions proposed by others and exposing his/her own ideas and questions for investigation by others. Each session will focus on one apparel and interior branding related topic area. Discussion will center around the reading assignments. Each student is expected to have thought seriously about both the research and the marketing issues relevant to each article.

EVALUATION:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>% of grade</th>
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<tbody>
<tr>
<td>Class participation (discussion leading &amp; participation)</td>
<td>30%</td>
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<tr>
<td>Weekly paper</td>
<td>25%</td>
</tr>
<tr>
<td>Research paper</td>
<td>40%</td>
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<tr>
<td>Oral presentation of research paper</td>
<td>5%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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GRADING:

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>90% or higher</td>
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<tr>
<td>B</td>
<td>80% - 89.999%</td>
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<tr>
<td>C</td>
<td>70% - 79.999%</td>
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<tr>
<td>D</td>
<td>60% - 69.999%</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
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COURSE COMPONENTS:
- Class Participation
  o In keeping with the nature of a graduate seminar, students will be expected to come to class fully prepared to participate by discussing the substantive issues covered in assigned readings, to critically evaluate the primary strengths/contributions and weaknesses/limitations of each paper, and to propose specific directions for future research in the area.
  o Each student will be assigned one article for each topic and will serve as the discussion leader for that article.
- Weekly Paper
  o You will prepare a written evaluation of all articles assigned as weekly reading. The weekly
assignment should be in typed form, have a maximum length of three pages (1.5 – double space),
and is due at 5:00 pm the day prior to the class session in which the articles will be discussed. (Late
papers will not be accepted).

- The written evaluation should be prepared for a reader who has read the original article. Therefore,
this evaluation is not simply a summary or review piece. Primary dimensions on which these papers
will be graded are depth of the evaluation, completeness, strength of the logic supporting the
arguments, and clarity of presentation. A list of topics and selected articles is provided in the tentative
schedule on page 3 of the syllabus.

- Research Paper

  - Each student is required to develop an original “empirical” research paper in the apparel or interior
branding area. The word empirical is in quotes because you may use hypothetical rather than real
data. If you use hypothetical data, you must indicate this explicitly in your paper. The paper should be
written per the format required by Clothing and Textiles Research Journal or another equivalent
peer-review journal. The paper should be prepared as though it is for submission to one of the
leading journals in the apparel and interior areas. A typical paper might include the following sections:
a thorough but brief literature review, conceptual development and hypotheses, data collection,
analysis, results, discussion of results, and future research directions. The research paper is
expected to be 15-20 pages in length.

- Oral Presentation of Research Paper: You will give a 12-minute oral presentation of your research paper
during the last class meeting of the semester.

COURSE POLICIES:

1. **Academic Dishonesty** will not be tolerated. All portions of the Auburn University Student Academic Honesty
   Code found in the Tiger Cub (Title XII) will apply in this course. **Plagiarism is absolutely unacceptable.**
   ‘Plagiarism’ – “When direct quotations are used, they should be indicated; and when the ideas of another are
   incorporated into a paper, they must be appropriately acknowledged.” “[Plagiarism] is stealing - using the
   words or ideas of another as if they were one’s own. If, for example, another person’s complete sentence,
syntax, key words, or the specific or unique ideas and information are used, one must give that person credit
through proper documentation, or recognition....” (Tiger Cub, 2003-2004, p. 89). **Any student who fails to give
credit for ideas or materials taken from another source is guilty of plagiarism, and will be reported to the
Academic Honesty Committee. The official method of citations for this class follows the APA Publication
Manual (5th ed.).**

2. **Attendance is required.** Excused absences will be allowed ONLY for the following circumstances: 1) student’s illness (doctor verified), 2) serious illness or death of a member of the immediate family (doctor verified), 3) trips for participation in intercollegiate athletic events or class trips or attending professional conferences (official letter required), 4) religious holidays (written notification is required prior to the event), and 5) subpoena for court appearance (official document required). The official proof of the circumstances (original document, no copies) should be submitted to the instructor prior to the excused absence or within 7 days after the absence has occurred for the absence to be considered excused.

3. **Assigned Course Material.** Students are responsible for all material assigned even if it is not covered during class. **Students will be expected to have read all assigned readings before class and be prepared to discuss during class.**

4. **Written Assignment Requirements:** typed and printed on good quality printer, 1.5 or double-spaced, size
10-12 font, Arial or Times New Roman font type, 1-inch margins on all sides, page numbers on multiple page
assignments, appropriate documentation for all references and quotations, accurate spelling and grammar.
**All documents are expected to be of professional quality and free of grammatical, syntactical,
punctuation, and spelling errors. Use of a professional editor for proofreading before submitting an
assignment is strongly recommended. For international students, International Student English Center
(http://www.auburn.edu/esa/isec.htm) is available on campus for individual or group consultation on improving editing skills.
5. **Due Dates:**
- Assignments turned in after the due date without an approved excuse **will not be accepted.**

6. **Special Accommodations.** Anyone who feels the need for an accommodation based on the impact of a disability should make an appointment with the instructor to discuss the Accommodation Memo, **no later than the second week of class.** If you do not have an Accommodation Memo, but need special accommodations, contact The Program for Students with Disabilities in 1244 Haley Center (844-2096 V/TT). Note: It is your responsibility to make your accommodation needs known to faculty. If a student with a disability does not request accommodations, instructors are under no obligation to provide accommodations.

**JUSTIFICATION FOR GRADUATE CREDIT:**

This course is qualified for graduate credit because it is offered to only graduate students with the intent of helping them develop critical skills and knowledge needed to conduct academic research in apparel and interiors branding issues. Students who take this course are required to have met the prerequisite of CAHS 7050 (Research Methods in Consumer and Textile Sciences). Departmental approval can be extended for waiving the prerequisite only to students who have taken a graduate-level research method course in other schools or disciplines prior to this course.

**TENTATIVE SCHEDULE:** Actual schedules for topics and assignments are subject to change depending upon the progress of the class.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics &amp; Assigned Readings</th>
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| 1st  | **Introduction to Branding in Apparel and Interior Marketing:**  
| 2nd  | **Brand Awareness and Familiarity:**  
| 3rd  | **Defining Brand Image:**  
| 4th  | **Emotional Branding**  

(Continued)
### Week 5: Advertising, Promotion, and Branding:


### Week 6: Brand Extensions:


### Week 7: Service Branding:


### Week 8: Discussion of research paper ideas (Bring a 1-page abstract of a research problem for your research paper)

### Week 9: Retail Branding:


### Week 10: Online Branding:


### Week 11: Multichannel Branding:

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<tr>
<th>Week</th>
<th>Topics &amp; Assigned Readings</th>
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<tbody>
<tr>
<td>12th</td>
<td><strong>Global Branding:</strong></td>
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<tr>
<td>13th</td>
<td><strong>Corporate Branding:</strong></td>
</tr>
<tr>
<td>14th</td>
<td><strong>Cause Marketing &amp; Brand:</strong></td>
</tr>
<tr>
<td>15th</td>
<td><strong>Oral presentation of research paper</strong></td>
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<tr>
<td></td>
<td><strong>Research paper due</strong></td>
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Auburn University is committed to providing a working and academic environment free from discrimination and harassment and to fostering a nurturing and vibrant community founded upon the fundamental dignity and worth of all its members.