

TXMI 6250  
Theories and Methods in Cultural, Historic, and Merchandising Research  
Fall 2001

Instructor: Dr. Patricia Hunt-Hurst  
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Description of the course: Theories and methods in apparel research: cultural, fashion, historical, merchandising, and retailing.

Objectives:

1. To understand the use of theoretical and conceptual frameworks in research design.
2. To identify and examine various theories and conceptual frameworks currently used in apparel research.
3. To identify and examine various methodologies used in apparel research.
4. To understand the place of theory and methodologies in the thesis.

Readings: will be given out in class by your instructor.

Course requirements and grading:

Class participation	10%
Assignments	15%
Midterm exam	25%
Project	25%
Final exam	25%
Total	100%

Tentative Schedule

Week 1 - August 23-27	Introduction What is a theory, theoretical framework, and conceptual framework
Week 2 - August 30-Sept. 3	continued
Week 3 - Sept. 6-10	The Use of Theories and Conceptual Frameworks in Apparel Research: the Thesis
Week 4 - Sept. 13-17	The Use of Theories and Conceptual Frameworks in Apparel Research publications: <u>Clothing and Textiles Research Journal</u> , <u>Dress</u> , <u>Journal of Family and Consumer Sciences</u>
Week 5 - Sept. 20-24	The Use of Theories and Conceptual Frameworks in Apparel Research as published in: <u>Perceptual and Motor Skills</u> , <u>Journal of Applied Social Psychology</u> , <u>Journal of Consumer Marketing</u> , <u>Journal of Advertising Research</u> , <u>Journal of Research</u> , <u>Journal of Consumer Research</u> , and others.
Week 6 - Sept. 27-Oct. 1	Continued
Week 7 - Oct. 4 - 8	Continued
Week 8 - Oct. 11-15	Midterm
Week 9 - Oct. 18-22	Examination of the Social Science Index
Week 10 - Oct. 25-29	Examination of some specific theories, conceptual and theoretical frameworks
Week 11 - Nov. 1-5	Development of Research question
Week 12 - Nov. 8-12	Continued
Week 13- Nov. 15-19	1st Draft due
Week 14- Nov. 22-26	Revision of 1 st Draft

Continued on next page