

TXMI 8250

Apparel Trade and International Retailing

Office Phone: 542-4907

Office Hours: By appointment

Instructor: Dr. Jan Hathcote

Term: Spring 2010

Course Description: Economic aspects of apparel and textile trade and international retailing practices. An examination of trade policies, comparative advantages and global issues that affect apparel and textile trade and retailing.

Credits and prerequisites: 3- hour credit

Meeting days and lecture times: Tuesday/Thursday
3:30 – 4:45 pm
Room 310 Dawson Hall

Objectives:

1. To analyze the competitive environment within the apparel and textile industry and identify factors that foster, as well as hinder, U.S. competitiveness in trade and retailing.
2. To identify trade policies that effect apparel and textile trade and analyze their impact on domestic industries.
3. To analyze and forecast global trends in the apparel industry and retailing.
4. To increase awareness of global and national issues and their relationship to textile and apparel manufacturing and retailing
5. To understand political, economic, and cultural differences with respect to retailing in foreign markets.

Textbook and Reading Packet:

Rivoli, Pietra (2009). *The Travels of a T-shirt in the Global Economy* (2nd Edition), John Wiley & Sons: Hoboken, NJ.

Sternquist, Brenda (2007). *International Retailing* (2nd Edition), Fairchild Publications: New York.

Course Requirements and Evaluation:

Grading:	Midterm	35%
	Final	35%
	Trade Report	15%
	Retail Report	<u>15%</u>
		100%

Grading Scale

A	=	90-100	C+	=	76-77
A-	=	88-89	C	=	70-75
B+	=	86-87	C-	=	68-69
B	=	80-85	D	=	60-67
B-	=	78-79	F	=	Below 60

Academic Honesty

Academic dishonesty will be dealt with according to the guidelines stated in *A Culture of Honesty* (www.uga.edu/honesty/ahpd/procedures.htm.) This includes notification being sent to the Vice President for Instruction's office to begin a facilitated discussion.

Depending on the outcome of the discussion, the student may face suspension, dismissal or expulsion with a transcript notation. Plagiarism, the most common issue of dishonesty is defined as "...submitting for academic advancement the works, ideas, opinions, or theories of another that are not common knowledge, without fair attribution to that other person. Unfair attribution includes, but is not limited to, a direct quotation of all or part of another's works without identifying the fact by appropriate marks, or merely stating the source generally in a bibliography without having noted the specified sources within the body of the work" (*A Culture of Honesty*).

Exam Attendance

All examinations are scheduled in advance. Students are expected to be in attendance. Any failure to attend an exam must be justified by written documentation.

Scope of Course

This course is divided into two sections—Trade and International Retailing. The first part will focus mainly on Apparel and Textile Trade. The second section will focus on International Retailing. There will be two major projects.

Trade Project

The class will read through *The Travels of a T-Shirt in the Global Economy* and we will discuss the topics in class. Each student will be responsible for one major topic where the student will lead the lecture and provide a study guide for students in the class. Topics and times will be identified by the instructor and the students will select from the list. A written summary of the topic will be due at the time of the presentation. The student leader will be graded on their thorough review of the topic, leading the discussion, as well as the written report.

International Retail Project

The instructor will select countries from different parts of the world. Each student will select one of these countries to research and provide updated information to the class. (International students may not select their home country). As we go through the chapters in the *International Retailing* text, students will be responsible for presenting the updated information when we get to their country. They will also lead the discussion and be primarily responsible for the information. A written summary should be provided to each student as a study guide with important facts and figures. A more formal report will be due to the instructor on the day of the presentation. The grading of this section will include leading of the class discussion, the study guide as well as the formal report.

Tentative Schedule Spring 2010

Week of January 7	Review Syllabus: Introduction to U. S. Textile and Apparel Industry
Week of January 11	History of Textiles and Apparel Introduction to Globalization
Week of January 18	Developing Countries
Week of January 25	Labor/Child labor/Sweat shops
Week of February 1	Politics and Political Positioning (Free Trade/Protectionism)-Trade Negotiations: GATT (DOHA Round, Kennedy Round, Tokyo Round, Uruguay Round, MFA, STA, WTO)
Week of February 8	Textile and Apparel Associations: AMTAC, AAMA, AAFA, ASA, ATMI, CITA, LFA, FFACT, ILO, OTEXA, NCTO, RITAC
Week of February 15	Trading Blocs: NAFTA, EEA, EAEG, AFTA ASEAN, EAI, MERCOSUR, EAEG, VER, CAPTA, CRTPA
Feb 22	Exam 1 covering international trade, Tuesday 3:30 pm – 4:45 pm
February 24	International Retailing—Internationalization of Retailing
Week of March 2	International Retailing--Licensing, Franchising and Strategic Alliances
Week of March 9	Spring Break
Week of March 23	International Retailing--South America
Week of March 30	International Retailing--United Kingdom, the Netherlands or Belgium
Week of April 6	International Retailing--Spain, Italy, Greece or Portugal
Week of April 13	International Retailing--Central/Eastern Europe
Week of April 20	International Retailing--China
Week of April 27	International Retailing--Australia
May 4th	Exam 2 covering international retailing, Tuesday 3:30 pm– 6:30 pm