CMHT 3950 Creating Consumer Experiences | 2018

COURSE INFORMATION
- CMHT 3950 / Creating Consumer Experiences
- Summer 5WK1 2018
- CMHT 3950.002/004, 3 credit hours
- No mandatory online meeting times; no on-campus classes scheduled

Instructor Contact Information
- Dr. Kiseol Yang, Associate Professor
- Emails are checked 10am-5pm Monday – Thursday, and in the morning on Fridays
- Primary/Preferred Contact – **Kiseol.Yang@unt.edu**

Course Pre-requisites, Co-requisites, and/or Other Restrictions
There are no current pre-requisites, co-requisites or restrictions for this course. However, this course is not recommended for Freshmen.

Materials – Text, Electronic Newsletter, Supplementary Resources
Required Text: Lynda R. Poloian (2013). ***Retailing Principles***, Second Edition only. New York: Fairchild Publications, Inc. The selected text is available in hardcopy or as an e-text.

Required E-Newsletter: *NRF SmartBrief* is a required newsletter for this course. It is an electronic newsletter from **SmartBrief** and the **National Retail Federation** and is free by subscribing. Instructions on subscribing to this required newsletter can be found in the **BEGIN HERE** module OR in the **GUIDELINES Tool** located in the Course Menu.

Recommended Reference: *Publication Manual of the American Psychological Association (6th edition)*.

Course Description
Creating Consumer Experiences involves an exploration of the dynamic merging of retail merchandising, hospitality, and entertainment industries to create total consumer experiences. Topics include evolution of consumption, symbolic consumption, ritual consumption, sensory consumption; consumer efficiency; entertainment, thematic, lifestyle and value experiences; customer journey and seamless retail experiences, branding, brand extension and strategic alliance; and global experiential retailing.

Instructional Methods
Methods of instruction are designed to include student involvement in the learning process through problem solving and inquiry stimulated by a rich assortment of visual, descriptive and electronic examples. Readings and activities are designed to build knowledge and apply information to relevant consumer and retail examples.

Rationale of the Course

This course is designed with an interdisciplinary approach to problem solving by drawing examples from across many areas of business, particularly apparel, home furnishings, hospitality and tourism retailers. The goal is to generate excitement and understanding of how consumer expectations are driving retail trends and changing business strategies.

Course Objective

By the end of the course students will identify current and predicted consumer and retail trends and have an understanding of how consumer expectations drive experiential retail strategies. The goal, through assigned activities and readings, is to generate excitement in discovering business venues whose differentiation from competitors, success, and competitive advantage is achieved by creating total consumer experiences.

Learning Objectives

LEARNING OBJECTIVES	BLOOM'S TAXONOMY
Analyze consumer trends and market environments as contributors to experiential retailing.	ANALYZING
Examine product and service transformations in response to total consumer experiences.	UNDERSTANDING
Compare consumer motivations and needs such as symbolic consumption, ritual consumption, sensory consumption, and consumer efficiency as they impact experiential retailing.	ANALYZING, EVALUATING
Analyze retail strategies such as entertainment retailing, thematic retailing, lifestyle retailing, value retailing, branding, brand extension, and strategic alliance as opportunities to expand customer bases and increase profits.	ANALYZING
Formulate a retail strategy that incorporates experiential retailing.	CREATING
Assess experiential retailing from a consumer standpoint and from a global perspective.	EVALUATING

TECHNICAL REQUIREMENTS / ASSISTANCE

The following information has been provided to assist you in preparation for the technological aspect of the course.

Hardware and software necessary to use Blackboard Learn
Browser requirements
Computer and Internet Literacy
Necessary plug-ins

ACCESS & NAVIGATION

Access and Log in Information

This course has been developed and will be facilitated utilizing the University of North Texas' Learning Management System, **Blackboard Learn**.   Go to: https://learn.unt.edu

You will need your EUID and password to log in to the course. If you do not know your EUID or have forgotten your password, please go to: http://ams.unt.edu.

Student Resources

As a student, you have access to Blackboard's On Demand Learning Center for Students and Blackboard Help for Students. It is recommended that you become familiar with the tools and tutorials to better equip you to navigate the course.

Being a Successful Online Student

-What Makes a Successful Online Student?

-Self Evaluation for Potential Online Students

How the Course is Organized

Learning Modules – There are 6 Modules in this course---a **BEGIN HERE MODULE (BH)** to get you started immediately and five **LEARNING MODULES (#1 - #5)**. These can be found in the Course Menu. Learning Modules are opened one at a time at 6:00 a.m. on the date indicated on your Course Calendar. Any activities and assessments in the current open module are scheduled to be completed before the next module is opened. Past modules remain open BUT late submissions for activities and assessments are not accepted. Blackboard Auto-graded assessments and some module activities are not accessible to students for review in order to maintain the integrity of this course; this is standard policy for large enrollment online courses.

Each of the **LEARNING MODULES** opens with the **Requirements for Learning Module** page so that students can see exactly what is included in the module and what requirements must be completed before the next module opens. The **Requirements for Learning Module** page provides an overview of what is expected/due with regard to the following:

> **Readings** – Students are expected to read specified portions of the required **text** as well as any other assigned materials. Required Chapters and pages are stated on the Learning Module Requirements page.

> Students are also expected to subscribe to and read the free **electronic newsletter** from the National Retail Federation, *NRF SmartBrief*.

> **Notes, Articles, & Videos** – This includes information from your instructor and from other identified resources to support the learning objectives for each module. Links are provided to additional articles, websites, and videos that are also required reading.

> **Glossary** - Additional terms and definitions are provided from each module. These terms and definitions are in addition to the text glossary.

Feature Videos – these provided videos are relevant to course content that supports the text, module information, and learning objectives.

Activities – Activities are any type of requirement that involve student's written responses and will be read and graded. Activities include Assignments (worksheets, forms, reports, surveys, short answer, journals, wikis, blogs, etc.) and Discussion Boards. Activities are found in each Learning Module. Student participation is required and work is read and graded for ALL activities.

Assessments – Assessments are Blackboard Auto-graded items including quizzes, exams, and other items such as reports, surveys, evaluations, etc. Module Exams cover ALL information that has been provided, linked or assigned to each Learning Module.

Learning Objectives – expected student learning outcomes as a result of module requirements are included. Learning Objectives are identified for each LEARNING MODULE.

What Should Students Do First? How to start the semester?

To get started for the semester, go to the **BEGIN HERE MODULE** and follow the instructions. View and read all folders/information, follow the prompts, and complete any action required as instructed. There are items that require responses and have a **DEADLINE**. See your Blackboard Course Calendar for all **DEADLINES.**

How Students Should Proceed Each Week for Class Activities?

Suggested Daily Procedure:
It is your responsibility to login to **CMHT 3950** and check for communications from your instructor AND updated information. You should check the following Blackboard items daily ---even if you do not plan to actually work on the course that day you should login and check the following Blackboard Tools:

- **Announcements** – These communications are important and informative; announcements help you stay on track, provide updates, and notify you of action that needs to be taken or changes that affect your work, scheduling, or deadlines.

- **Course Calendar** – this calendar is reviewed and updated frequently by the instructor; this is the best way to see upcoming requirements and check deadlines at a glance. This is a great tool and quick visual reminder of what is scheduled for the week or month! DO NOT PRINT THE CALENDAR---it is subject to change. Adequate notice is provided for any change in a DEADLINE. The **Course Calendar Tool** is in the Course Menu.

Suggested Regular Procedure for working on the course:

Check each **Learning Module** on the day that it OPENS. The first page to appear in each **Learning Module** is the **Requirements for Learning Module** page. This page gives an overview of exactly what is included, expected and required for the current **Learning Module**. Also, refer to the Course Calendar for individual activity and assessment DEADLINES for the current **Learning Module.**

Student Support

The University of North Texas provides student technical support in the use of Blackboard and supported resources. The Student Help Desk may be reached at:
 Email: helpdesk@unt.edu
Phone: 940.565-2324
In Person: Sage Hall, Room 130
Regular hours are maintained to provide support to students. Please refer to the website (http://www.unt.edu/helpdesk/hours.htm) for updated hours.

COURSE REQUIREMENTS

CMHT 3950 COURSE REQUIREMENTS / POINTS SUMMARY CHART

REQUIRED ACTIVITY per LEARNING MODULE *DB = Discussion Board	TENTATIVE DATES; Refer to Bb Course Calendar for Current	POSSIBLE POINTS	EARNED POINTS
BEGIN HERE MODULE	Opens June 4		
ASSIGNMENT: UNT Required Zip Code Report		REQUIRED	
BEGIN HERE DB: "About Retail"		15	
BEGIN HERE QUIZ		25	
LEARNING MODULE #1 –Intro to Experiential Retailing	Opens June 4		
ASSIGN #1: Experiential Retailing Trends		20	
DB #1: Memorable Consumer Experience		20	
MODULE #1 EXAM		50	
LEARNING MODULE #2-Channel Strategies	Opens June 11		
ASSIGN #2: "Online Involvement-A Multisensory		20	
MODULE #2 EXAM		50	
LEARNING MODULE #3-Managing the Retail	Opens June 18		
ASSIGN #3A: Spaces and Experiences		20	
ASSIGN #3B: Video Report on "To Market to Market to		25	
MODULE #3 EXAM		50	
LEARNING MODULE #4-Branding	Opens June 25		
ASSIGN #4: Brand IQ		20	
MODULE #4 EXAM		50	
LEARNING MODULE #5-Global Retailing	Opens July 2		
ASSIGN #5: Emerging Global Trends		20	
MODULE #5 EXAM		50	
EXTRA CREDIT			
DB: NRF SmartBrief Extra Credit Opportunity	Last week of session	10	
TOTALS			

1. Students will access and follow all instructions and requirements found in the **BEGIN HERE MODULE.**
2. Students will access and follow all instructions and complete all requirements found in each **Learning Module** of the Blackboard course.
3. Students will access and read the required portions of the text and any additional assigned reading specified on the REQUIREMENTS page in each **Learning Module**.
4. Students will access and read or view the NOTES, ARTICLES, and VIDEOS that have been provided, linked, or assigned in each **Learning Module.**
5. Students will participate in, complete, and submit required class ACTIVITIES for each **Learning Module** by the stated DEADLINES.
6. Students will complete and submit all required **MODULE EXAMS** for each **Learning Module** by the stated DEADLINES.
7. Students will read and follow all guidelines, directives, and criteria as provided in the **GUIDELINES Tool**.
8. Students are to complete and submit all REQUIREMENTS---Assignments, Discussions, and Assessments---by the **DEADLINES** posted. **ALL DEADLINES for Learning Module Activities and Assessments are 11:59 p.m. on the due date unless stated differently**.

COMMUNICATIONS

I will check email periodically M-TH from 10am-5pm, and then once on Friday mornings. I make every effort to notify you when I will be away from my office and temporarily unable to check my emails. Announcements will alert students when Office Hours must temporarily be adjusted or interrupted.

ANNOUNCEMENT Tool - Usually an announcement contains information that will help you, such as:

*   *clarification of instructions,*
*   *reminder about a DEADLINE*
*   *correction of information,*
*   *notification of opportunities,*
*   *issues affecting the entire class,*
*   *time-sensitive information, or*
*   *request for an immediate response or action needed from you!*

COURSE CALENDAR Tool – This tool is REVIEWED and UPDATED frequently! As the semester progresses items are added and deadlines may be adjusted because of UNT and/or CMHT events held on campus. Check the Course Calendar often to stay on schedule!

<p align="center">**DO NOT PRINT THE COURSE CALENDAR---IT MAY CHANGE**!</p>

Interaction with Instructor Statement:

*I appreciate hearing from students BUT I do not like repeating information that has already been provided to you. Enrollment in this course is considered large enrollment **so make every effort to read ALL instructions, announcements, emails, and/or the syllabus carefully BEFORE sending a message to me.** Since I receive several emails every day, **please change the SUBJECT LINE in your message to match the topic of your email;** this helps me organize and locate messages and respond more quickly.*

GRADING of ASSESSMENTS and ACTIVITIES

ASSESSMENTS

A list of required **ASSESSMENTS** is included in your syllabus; see the **COURSE REQUIREMENTS/POINTS SUMMARY** page for each assessment and the point value. **ASSESSMENTS** include required items that are Blackboard Auto-graded evaluations such as: Exams, Quizzes, Reports, Surveys, other Evaluations, etc. Auto-graded assessments usually allow students to know immediately what score they have earned for the evaluation item, however the grades may not be visible in **MyGrades** until after the deadline for the assessment. **Any type of Blackboard auto-graded ASSESSMENT is NOT RETURNED to students for review.   This is standard policy for online courses to help maintain the integrity of course content.**

Module Exams: 5 exams @ 50 points each

Module Exams are required. Exams will cover the requirements included on the opening page of each Learning Module. Module Exams cover information that is provided, assigned, or linked in each Learning Module. Exams are completed online by accessing the Blackboard ASSESSMENT Tool. The exams are usually 50 Multiple Choice, T/F and Matching questions; one access/attempt only. Questions are delivered one at a time with no back-tracking and 45 minutes is allowed.

Students should follow **TECHNICAL DIRECTIVES for all ONLINE ASSESSMENTS** to successfully complete and submit any online assessment in Blackboard; See **GUIDELINES** in the Course Menu for these.

 If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam if possible.   If you experience any issues while taking the exam, contact the Blackboard HelpDesk immediately so that your issue is documented with a HelpDesk ticket number. Considerations regarding any issues will be made by the instructor on an individual basis with documentation provided from the CLEAR/Helpdesk and information provided by trained CLEAR technicians and consultants. *Telling the instructor that you got "kicked off" Blackboard is not enough; you must follow the instructed protocol! Blackboard is able to track your online presence and activity when you are logged in to CMHT 3950.*

Assessment Format: Multiple Choice, True/False, Matching; Blackboard Auto-graded

ACTIVITIES

Activities are requirements for the course. A list of required **ACTIVITIES** is included in your syllabus; see the **COURSE REQUIREMENT/ POINTS SUMMARY CHART** page for each graded activity and the point value.

ACTIVITIES include items that require student's written responses such as Assignments, Discussion Boards, Worksheets, Reports, Summaries, Surveys, etc. Due to the enrollment of this class, 4-5 weekdays is allowed for grading written material. Grading of required activities begins on the first weekday following the activity deadline. All student grades will appear in their MyGrades Tool. ACTIVITIES are read and graded by the instructor.

Discussion Boards: 15-20 points each

Discussions are a type of required module activity. Students should be active and engaged participants in discussion forums by analyzing, constructing/creating, and evaluating information presented within the textbook, external readings, industry resources, student research, and class activities.

The discussions are related to the module content and are expected to be informed exchanges of information about the topic(s). YES, reading and researching the topic BEFORE authoring your initial post is advised!

Your contributions to the discussions will be graded for **quality of information, timeliness** of your contributions, and participation. Criteria will also include success in ability to link **retail and consumer theories** (readings) to **application** (implementation). I want to see that you "get it"; evidence of critical thinking; ability to problem solve; initiative to identify and relate information to current examples in the marketplace.

> **Assessment Method:** Grading Rubrics that reflect instructions/criteria for each specific DB topics. Written responses are read and graded by the instructor.

Assignments: 20-25 points each

Assignments are a type of required activity. There are assignments designed to complement the assigned readings and contribute to the learning objectives in each Learning Module. Identified criteria are specified for each assignment.

> **Assessment Method:** Grading Rubrics that reflect instructions/criteria for each assignment. Written responses are read and graded by the instructor or Teaching Assistant or both.

MyGrades Tool and the REVIEW PERIOD

MyGrades:
Student scores appear in the **MyGrades** Tool found in your course menu. Scores are posted following grading of each required assessment and activity. Students are notified through **Bb Messages** as soon as a grade is posted and they are advised to check **MyGrades** immediately and confirm their submitted work has been graded, posted, and is visible.

Review Period:
A **Review Period** is announced immediately following the posting of grades for each activity or assessment. Each **Review Period** allows at least 48 hours for students to address any aspect of an activity or assessment. Deadlines for each **Review Period** will be clearly stated in a **Blackboard Message** and/or an Announcement. Students will be instructed to direct questions/comments to the Instructor during the **Review Period**.

About the Review Period:
- It is an opportunity to discuss your own work OR the graded activity with the instructor or teaching assistant while it is still fresh/current.
- It provides the instructor time to generate and review Bb reports on each activity, providing feedback and data. (Example: grade range, mean/median scores, % of missed questions, etc.)
- It allows the instructor an opportunity to adjust or correct grades when warranted.

- It alerts the instructor for editing opportunities related to: unclear instructions, poorly worded questions, "key" marked incorrectly, inaccurate information, out-of-date information, etc.
- It eliminates last-minute reviews of graded requirements at the end of the semester when students are desperate to improve failing or low grades!

Grades for assessments and activities should be reviewed during the **Review Period** which is immediately following the release of a grade to MyGrades.   Any discussion about an assessment or activity should take place during the designated **Review Period**.   **Assessments and activities will not be re-visited, re-read, and/or re-graded after a Review Period Deadline has ended!**

Again, Blackboard Auto-graded assessments are NOT RETURNED to students and are NOT AVAILABLE FOR REVIEW following grading.   Correct answers to individual evaluation questions will not be provided to students. Again, this is standard policy for on-line courses and is designed to help maintain the integrity of the course.

Grading

All grading is done on a points system.   Possible Points for activities are indicated on the **COURSE REQUIREMENTS/POINT SUMMARY** page provided in this syllabus.   Students can easily calculate their current grade at any time by dividing their total earned points-to-date by the total possible points-to-date.

Grading Scale	
90-100%	**A**
80-89%	**B**
70-79%	**C**
60-69%	**D**
Below 59%	**F**

Accessing Grades

Grades for some auto-graded activities may be available immediately upon submission BUT that grade may not appear in MyGrades until all grades for the activity are released by the instructor.

FYI---Instructor cannot access or view a student's MyGrades Tool; only the student can view this tool. The scores posted to MyGrades are only visible to each student. It is the student's responsibility to check MyGrades and confirm that a grade appears for work that was completed and submitted by the posted deadline.   A "0" is posted for any late submission or missed deadline.

Blackboard Auto-Graded Assessments (Quizzes, Exams)
All Blackboard Auto-graded assessments can be accessed by clicking the **ASSESSMENTS Tool** on the course menu.   One attempt is allowed for all online assessments unless stated differently. Assessments can be accessed only within the scheduled AVAILABILITY time noted on the Course Calendar.
It is critical to follow the **TECHNICAL DIRECTIVES for all TYPES of BLACKBOARD ONLINE ASSESSMENTS;** see **GUIDELINES** in the Course Menu for these directives.

Read the on-screen instructions carefully before you click "Begin Assessment". Once you begin a timed assessment the timer is activated and minutes are used. For example:
> *"If you begin a module exam BUT are interrupted by your pizza delivery, or you get up to let the dog out, or you respond to a text from your Mom---the timer keeps going---minutes are used!"*

COURSE EVALUATION

Students will be able to evaluate this course by participating in a survey. Availability of the survey will be announced.   During the semester the instructor may also request feedback or an evaluation.

SCHOLARLY EXPECTATIONS

All works submitted for credit must be original works created uniquely by the scholar for the specific class. It is considered inappropriate and unethical for a student to submit any work that they have not created. All citations and references should follow the Recommended Reference: *The Publication Manual of the American Psychological Association* **(6th edition).**

COURSE POLICIES

Activity Policy
Learning Module Requirements are stated at the beginning of each Learning Module. Requirements include all activities and assessments that will be graded. Detailed instructions and expectations for completing and submitting each requirement are included.   All deadlines for required activities and assessments are 11:59p.m. on the date due and posted on the Course Calendar.

Late activities and assessments are not read or graded; this includes posting and responding to discussions and/or submitting any requirement after the deadline. There are no make-up activities provided for missed requirements.

Examination Policy
Quizzes and Exams and any other Blackboard Auto-graded assessment must be completed during the dates and times they are **AVAILABLE**. Adequate time is allowed before deadlines for students to access, complete and submit each type of assessment. Module Exams are available for a **minimum** of 24 hrs.

- **AVAILABILITY** and **DEADLINES** are indicated for individual Blackboard Auto-graded Assessments.
- Late submissions for activities or assessments are not accepted, read, or graded.
- No make-ups are provided for missed assessments.
- Blackboard Auto-graded assessments are not returned to students for review.

Student are expected to adhere to the <mark>**TECHNICAL DIRECTIVES for all TYPES of BLACKBOARD ONLINE ASSESSMENTS**</mark> when completing and submitting any Blackboard Auto-graded quiz, exam, or other online assessment: see GUIDELINES in the Course Menu for these technical directives.

To successfully access, complete and submit all Blackboard Auto-graded assessments students are urged to follow the Technical Directives mentioned above. Should you have any technical difficulty during an exam, contact the Student HelpDesk immediately; your issue will be documented and assigned a ticket number. No consideration for problems encountered during an auto-graded Blackboard Auto-graded assessment will be given without documentation from the CLEAR/HelpDesk. Assignment of a ticket number does not ensure that students will have additional attempts allowed for any Blackboard Auto graded assessment.

Instructor Responsibilities and Feedback for Blackboard Assessments

- **Instructions**: Great effort has been taken to provide clear and detailed instructions for all Learning Module activities and assessments, but I understand that clarification and additional information may be needed in response to student inquiries. I appreciate your alerting me to problems with unclear instructions, errors, discrepancies, etc.

- **Content:** Due to the nature of our course the content it is continually reviewed and updated for relevancy and accuracy. Student participation in updating information and resources and correcting possible inaccuracies is appreciated.

- **Study Aids:** Study Suggestions are provided for Module Exams as a courtesy; the instructor is not required to provide these.

- **Communication:** Students may expect a response to Blackboard Messages within 24 hours.

- **Grading:** Blackboard Auto-graded assessments may provide scores immediately when submitted. Allow 7-8 weekdays for grading of any assessment that is not auto-graded. Written comments may be included or feedback provided on Grading Rubrics.

- **MyGrades:** Scores for Blackboard Auto-graded activities may be provided to students immediately upon submission BUT grades may not appear in MyGrades until after the assessment deadline. A Blackboard Message is sent notifying students that grades are posted and reminding them to confirm that a grade is visible for them in MyGrades.

- **Review Period:** A Review Period encourages timely feedback and discussion of any aspect of any graded assessment or activity.

Late Submissions
Late submissions (past the stated DEADLINE) of any requirement (activities and assessments) **are not accepted.** Adequate time is allowed to complete all course work and requirements, usually several days. **ALL DEADLINES** are clearly posted on the Course Calendar well in advance of the due date. Extended Deadlines: With advance notice extended deadlines may be considered for individual extenuating circumstances. Requests for extended deadlines are not considered after the initial deadline has passed. (Example: The performance review with your employer is scheduled during the time for a Module Exam; you may request a different deadline IF YOU email the instructor in advance. Conflicts with personal schedules (business trip, UNT event, etc.) do not usually warrant an extended deadline since online courses are accessible 24/7. However, with adequate notice prior to any deadline will consider requests for an extended deadline and work with your schedule if possible.

Class Participation
Students are expected to login regularly to CMHT 3950. The instructor will use the tracking feature in Blackboard Learn to monitor student access, activity, and participation. Students are expected to participate, complete and submit all requirements.

Makeup activities and assessments:
More than adequate notice is provided for ALL activities and assessments therefore, no makeup activities or assessments are provided for missed deadlines.

Virtual Classroom Citizenship
The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Incompletes
A designation of "Incomplete" requires that specific UNT criteria be met. You must be passing the course in order to be considered for an "Incomplete" designation. These criteria can be found on the UNT website. Incompletes are discouraged.

Turnitin Notice
Students may be required to submit some written information for activities via Turnitin, a web-based plagiarism detection service.   Before submitting your paper to Turnitin, you will be provided with detailed instructions and directed to remove all personal information from your paper.

Copyright Notice
Some or all of the materials on this course web site may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner, unless fair use or another exemption under copyright law applies. Additional copyright information may be located at: http://copyright.unt.edu/content/unt-copyright-policies.

Online Course Attendance Policy
Participation is monitored through the Blackboard Learn Tracking System. Information about the University of North Texas' Attendance Policy may be found at: http://policy.unt.edu/policy/15-2-5

Syllabus Change Policy
Every effort has been made to provide accurate information concerning University and CMHT policies. Once the semester begins, changes to the syllabus and course information are done only when necessary or as instructed by the University or College of Merchandising, Hospitality, and Tourism. Due dates as reflected in the syllabus are tentative. Deadlines are changed only when adequate notice is given to students and are usually in the student's favor. The most accurate due dates are found on the Course Calendar.

Policy on Server Unavailability or Other Technical Difficulties
The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation and documentation. An announcement and/or Blackboard Email will notify students if allowances have been made due to any technical difficulty; the Course Calendar will be updated to reflect any changes in deadlines if warranted. It is your responsibility to report any E-campus or Blackboard Learn related problems to the Student HelpDesk immediately so that issues and problems can be documented, investigated and corrected. Issues will be resolved at the earliest possible time. **UNT Student Help Desk**: helpdesk@unt.edu or 940.565.2324