Online Course Syllabus
CMHT 3950
Spring, 2017
COURSE INFORMATION
- CMHT 3950 / Creating Consumer Experiences
- Spring/ 2017
- CMHT 3950.001, 3 credit hours
- No mandatory online meeting times; no on-campus classes scheduled

Professor / Instructor Contact Information
- Dr. Elizabeth Arnold, Part-time Faculty
- I do not have an office on the UNT campus. I teach online only from my home office.
- Virtual Office Hours – Bb Messages are checked M-F.
- Primary/Preferred Contact - Blackboard Message Tool (Bb Msg), I am listed in the Bb Msg contact list.
- Secondary Contact - Elizabeth.Arnold@unt.edu; this email is NOT CHECKED AS OFTEN as Bb Msg.
- Teaching Assistant – To be announced; will be listed in the Bb Msg contact list

About Dr. Arnold
I have been a part-time faculty member at UNT in the College of Merchandising, Hospitality and Tourism since 2010. I have been teaching CMHT 3950 for several semesters and was honored to receive the Outstanding Online Course Award for this course, CMHT 3950, in 2013. For additional information about me go to SYLLABUS & POLICIES in the Course Menu and select “ABOUT YOUR PROFESSOR”.

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 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.
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.
COURSE INFORMATION *continued*:

Learning Objectives

<table>
<thead>
<tr>
<th>CMHT 3950 – Creating Consumer Experiences</th>
<th>BLOOM’S TAXONOMY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LEARNING OBJECTIVES</strong></td>
<td></td>
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<tr>
<td><strong>ANALYZING</strong></td>
<td></td>
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<tr>
<td>Analyze consumer trends and market environments as contributors to experiential retailing.</td>
<td>ANALYZING</td>
</tr>
<tr>
<td>Examine product and service transformations in response to total consumer experiences.</td>
<td>UNDERSTANDING</td>
</tr>
<tr>
<td>Compare consumer motivations and needs such as symbolic consumption, ritual consumption, sensory consumption, and consumer efficiency as they impact experiential retailing.</td>
<td>ANALYZING, EVALUATING</td>
</tr>
<tr>
<td>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.</td>
<td>ANALYZING</td>
</tr>
<tr>
<td>Formulate a retail strategy that incorporates experiential retailing.</td>
<td>CREATING</td>
</tr>
<tr>
<td>Assess experiential retailing from a consumer standpoint and from a global perspective.</td>
<td>EVALUATING</td>
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</tbody>
</table>

Learning Objectives are provided for each Learning Module. Learning Objectives are accomplished through participation in and successful completion of required readings and activities.
COURSE INFORMATION continued:

Teaching Philosophy
My goal is to expose new retailing concepts in a way that will capture your interest and put knowledge into context so that its relevance is apparent and critical thinking is fostered. I am aware students have different learning rates and styles and therefore have attempted to incorporate a variety of learning activities, strategies, and current examples that are logical and meaningful to our topics and students’ major areas of study. All learning activities support the values and importance of: organization, preparation, curiosity, initiative, and participation; clear and effective communication; and respect for others and their views.

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
Internet Access with compatible web browser
Word Processor

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.
ACCESS & NAVIGATION continued:

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 9:00 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.
ACCESS & NAVIGATION continued:

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 three 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:

- **Blackboard Messages** (Bb Msg) – *this is your instructor’s primary method of communicating with you!* Blackboard Messages are accessed by logging on to your Blackboard Learn course.

  Also, **Blackboard Messages** are the only method of notifying students about **NRF SmartBrief Extra Credit Offers**. These time-sensitive, limited offers come to you only in **Blackboard Messages** so checking this tool regularly increase your chances of earning extra credit points.

- **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.
ACCESS & NAVIGATION continued:

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

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 ASSESSMENTS 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 11:30 p.m. on the due date unless stated differently.

**COMMUNICATIONS**

“I keep in touch with you through the 3 Blackboard Tools indicated below. Again, logging in to CMHT 3950 daily is a good practice—it only takes a few minutes! I post helpful announcements, send reminder messages, and update the calendar when needed—all to HELP YOU stay on schedule! Remember, I do not have an office on campus where you can drop by —Dr. Arnold

**BLACKBOARD MESSAGE Tool** - These are messages (emails) within our Blackboard Learn course and are the primary source of our communication with each other! The Blackboard Message Tool (Bb Msg) can be found in the Course Menu.

Virtual Office Hours are M-F mornings and this is when I respond to your emails, usually within 24 hours. 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 or a scheduled Review Period
- 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!

**DO NOT PRINT THE COURSE CALENDAR**—IT MAY CHANGE!

**Interaction with Instructor Statement:**

“Again, we will communicate with each other through Blackboard Messages (Bb Msg). I am listed in the class roster so it is easy to send me a message. I appreciate hearing from students BUT I do not like repeating information that has already been provided to you. Enrollment in this course regularly reaches the maximum of 250 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
COMMUNICATIONS continued:

*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. ALL Blackboard messages are archived.

A graduate assistant will be assigned for our class once the semester gets started. The graduate assistant will also be listed in the class roster so that students can communicate with him/her. The assistant can be a great asset, providing information and support to students.

*Remember too, that informed, reliable classmates may be able to answer your questions or help you locate information quickly--- so ask your fellow class members for help when appropriate."

---Thank you, Dr. Arnold

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 40 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.
GRADING of ASSESSMENTS and ACTIVITIES continued:

*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 DESIGN / SUMMARY POINTS 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, Wikis, Journals, Blogs, etc. Due to the large enrollment of this class, 7-8 weekdays is allowed for grading written material. Grading of required activities begins on the first weekday following the activity deadline. A Bb Message is sent notifying students when grading is complete and scores have been posted. All student grades will appear in their MyGrades Tool. ACTIVITIES are read and graded by the instructor or qualified Teaching Assistant or both.

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 and assistant.

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.
GRADING OF ASSESSMENTS AND ACTIVITIES *continued*:

**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 either the Instructor and/or the Teaching Assistant (TA) 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 of ASSESSMENTS and ACTIVITIES continued:

**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.

<table>
<thead>
<tr>
<th>Grading Scale</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Percentages are <strong>FIRM</strong> - not rounded. Example: 79.5% is still a “C”; a FIRM 80% is needed for a “B”.</td>
<td></td>
</tr>
<tr>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

**Accessing Grades**

Students are notified by a Blackboard Message (Bb Msg) when a grade is posted and released. 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**---Instructors and TAs 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.

**Participation / Discussions**

Participation in all Discussion Boards is required and will be graded. Blackboard Learn capabilities allow tracking of each student’s logged dates, time logged in/out, length of logged sessions, and folders accessed for each Discussion Board, which may be factors in possible points earned.

Discussion Boards require:

**POSTING** - this is the initial post authored by each student; address all criteria in your post as instructed; compare your information to each RUBRIC.

**READING** - after the 1st deadline time is allowed for reading classmates’ posts; there is still adequate time to respond by the 2nd deadline,

**RESPONDING / REPLYING to POSTS** – You must exchange and share information; engaging classmates with informed responses to the instructor’s or other classmate’s POSTS is required.
GRADING of ASSESSMENTS and ACTIVITIES continued:

for discussions including replying to any questions about information you posted. It is not a discussion if you do not interact and communicate with each other.

PEER REVIEW - instructions will indicate when Peer Review may be required.

Follow specific instructions for each Discussion Board to meet criteria. Follow General Guidelines for Discussion Boards; see GUIDELINES in the Course Menu.

For examples, see:
- http://online.uwc.edu/technology/onlEtiquette.asp

Turnitin Submission Instructions and Information

Students may be instructed to submit some written activities via Turnitin. Detailed instructions will be provided when the Turnitin tool is to be used for an activity.

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; each assessment is available for approximately 36-48 hours.

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!”

Check your Course Calendar for the AVAILABILITY and DEADLINE for each assessment.
## CMHT 3950 COURSE REQUIREMENTS / POINTS SUMMARY CHART

<table>
<thead>
<tr>
<th>REQUIRED ACTIVITY per LEARNING MODULE</th>
<th>TENTATIVE DATES; Refer to Bb Course Calendar for ALL Current Deadlines</th>
<th>POSSIBLE POINTS</th>
<th>EARNED POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEGIN HERE MODULE</td>
<td>Opens 1/17</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASSIGNMENT: UNT Required Zip Code Report</td>
<td></td>
<td>REQUIRED</td>
<td></td>
</tr>
<tr>
<td>BEGIN HERE DB: “About Retail”</td>
<td></td>
<td>15</td>
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<tr>
<td>BEGIN HERE QUIZ</td>
<td></td>
<td>25</td>
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</tr>
<tr>
<td>LEARNING MODULE #1 – Intro to Experiential Retailing</td>
<td>Opens 1/27</td>
<td>20</td>
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<tr>
<td>ASSIGN #1: Experiential Retailing Trends</td>
<td></td>
<td>20</td>
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<tr>
<td>DB #1: Memorable Consumer Experience</td>
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<td>20</td>
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<tr>
<td>MODULE #1 EXAM</td>
<td></td>
<td>50</td>
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<tr>
<td>LEARNING MODULE #2 – Channel Strategies</td>
<td>Opens 2/17</td>
<td>20</td>
<td></td>
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<tr>
<td>ASSIGN #2A: “Online Involvement-A Multisensory Experience”</td>
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<td></td>
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<tr>
<td>ASSIGN #2B: Video Report on “Lidia Celebrates....”</td>
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<td>MODULE #2 EXAM</td>
<td></td>
<td>50</td>
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<tr>
<td>LEARNING MODULE #3 – Managing the Retail Environment</td>
<td>Opens 3/10</td>
<td>20</td>
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<tr>
<td>ASSIGN #3A: Spaces and Experiences</td>
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<td></td>
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<tr>
<td>ASSIGN #3B: Video Report on “To Market to Market to Buy...”</td>
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<td>25</td>
<td></td>
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<tr>
<td>MODULE #3 EXAM</td>
<td></td>
<td>50</td>
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<tr>
<td>LEARNING MODULE #4 – Branding</td>
<td>Opens 4/7</td>
<td>20</td>
<td></td>
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<tr>
<td>ASSIGN #4: Brand IQ</td>
<td></td>
<td>20</td>
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<tr>
<td>DB #4: Branding and Consumer Experiences</td>
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<td>20</td>
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<tr>
<td>MODULE #4 EXAM</td>
<td></td>
<td>50</td>
<td></td>
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<tr>
<td>LEARNING MODULE #5 – Global Retailing</td>
<td>Opens 4/28</td>
<td>20</td>
<td></td>
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<tr>
<td>ASSIGN #5: Emerging Global Trends</td>
<td></td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>MODULE #5 EXAM</td>
<td></td>
<td>50</td>
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<tr>
<td>EXTRA CREDIT</td>
<td>Ongoing via Bb Message Tool</td>
<td>0-20 Possible</td>
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</tbody>
</table>

**OTHER**

- CMHT Career Expos – NOT a requirement for this class; No Extra Credit offered for this event
- Consumer Experience Symposium – NOT a requirement for this class; No Extra Credit offered for this event
- EXECUTIVE + Scholar Lectures – NOT a requirement for this class; No Extra Credit offered for this event

**TOTALS**

To Be Determined

*DB = Discussion Board

## 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).

RESOURCES

- UNT Portal
- UNT Blackboard Learn Student Resources: Technical Support
- UNT Library Information for Off-Campus Users
- UNT Computing and Information Technology Center Computer Labs: General access computer lab information (including locations and hours of operation).

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 11:30 p.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.
COURSE POLICIES continued:

Students are expected to adhere to the TECHNICAL DIRECTIVES for all TYPES of BLACKBOARD ONLINE ASSESSMENTS 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 or weeks. **ALL DEADLINES** are clearly posted on the Course Calendar well in advance of the due date.
COURSE POLICIES continued:

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 I 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.

Incomplete
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.

Policy on Server Unavailability or Other Technical Difficulties
In the event of UNT server unavailability or other technical difficulties affecting the accessibility of UNT E-campus and Blackboard Learn environments, realistic adjustments will be made to complete assignments, assessments and complete the course. 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.
COURSE POLICIES continued:

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-copyrignt-policies.

Graduate Online Course Attendance Policy
Participation is monitored through the Blackboard Learn Tracking System.

Undergraduate 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. Students should immediately report any problems to the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324. Issues will be resolved at the earliest possible time.

UNT POLICIES

Student Conduct and Discipline
Refer to the UNT Faculty Handbook or CMHT regarding the Student Code of Conduct Policy.
Academic Honesty Policy
Students are encouraged to become familiar with the University's Policy of Academic dishonesty found in the Student Handbook. The content of the Handbook applies to this course. If you are in doubt regarding the requirements, please consult with me before you complete any requirements of the course.

ADA Policy
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Add/Drop Policy
Refer to the College of Merchandising, Hospitality and Tourism Policies regarding the Add/Drop Policy and deadlines. Add/Drop deadlines may be included on your Course Calendar.

Important Notice for F-1 Students taking Distance Education Courses:

Federal Regulation
To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website at http://ecfr.gpoaccess.gov. The specific portion concerning distance education courses is located at "Title 8 CFR 214.2 Paragraph (f) (6) (i) (G)" and can be found buried within this document: http://frwebgate.access.gpo.gov/cgi-bin/get-cfr.cgi?TITLE=8&PART=214&SECTION=2&TYPE=TEXT

The paragraph reads:

(G) For F–1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student’s physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite,
UNT POLICIES continued:

audio conferencing, or computer conferencing. If the F–1 student’s course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student’s full course of study requirement.

University of North Texas Compliance for F-1 Students

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Students enrolled in this course for Fall 2016 that have a Visa that requires on-campus meetings must attend the following required event(s):

CMHT 3950 Final Exam - Make an appointment with the MDR Department Chair for specific arrangements.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, he/she should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM POLICIES

Go to the SYLLABUS and POLICIES Tool in your Course Menu; see CMHT Syllabus Statements/Policies.

BIBLIOGRAPHY

Go to the SYLLABUS and POLICIES Tool in your Course Menu; see ABOUT YOUR PROFESSOR.

Voluntary Product Accessibility Template (VPAT) Blackboard Learn Release 9.1

The Voluntary Product Accessibility Template®, or VPAT® documents Blackboard Learn 9.1’s conformance with the accessibility standards under Section 508 of the Rehabilitation Act (29 U.S.C. ’794 d), as amended by the Workforce Investment Act of 1998 (P.L. 105 - 220), August 7, 1998.