Course Description:
Classic and contemporary consumer theories analyzed in situational contexts. Emphasis on formulating integrated conceptual consumer behavior models for strategic merchandising practices in domestic and international consumer-driven textile, apparel, home furnishings, and hospitality markets.

Course Objectives:
Upon completion of this course, the student should be able to:
1. Comprehend classic and contemporary consumer theories and their relationship to merchandising and hospitality management strategies.
2. Propose strategies based on analyses of consumer behavior.
3. Propose changes in merchandising (product or service) strategies as a result of fundamental changes in consumer behavior.
4. Assess consumer behavior from a theoretical, practical, and technical point of view.
5. Critique the marketing mix in light of particular targeted consumer segments.

Required Text:
2. Publication Manual of the American Psychological Association

EVERYTHING YOU TURN IN MUST BE IN APA FORMAT

- Readings are included within learning modules.

INSTRUCTOR: Dr. Sanjukta Pookulangara
OFFICE: Chilton Hall 342 B
PHONE: 940-565-2439 (Office) 940-565-2436 (CMHT Main Office)
E-MAIL: Sanjukta.Pookulangara@unt.edu
OFFICE HOURS: TBD;

Blackboard: learn.unt.edu (online course accessory). This course is an online class where all the class material is posted on Blackboard Learn and it is important for the students to know their EUID and password.

ACADEMIC REQUIREMENTS

Academic Status
- This term is used as an indication of a student’s academic standing with the university. Graduate students must maintain a minimum cumulative grade point average (CGPA) of 3.0 to remain in good academic standing.
- A graduate student is placed on academic probation at the end of any enrollment period in which the CGPA drops below 3.0.
ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university.  
[http://vpaa.unt.edu/academic-integrity.htm](http://vpaa.unt.edu/academic-integrity.htm)

As a graduate student, you may be accumulating a body of knowledge related to your research focus. If you desire to continue with this endeavor in a current or future class you should discuss this matter with your instructor before beginning an assignment which you might utilize previously submitted work. Again, submitting papers, projects, or case studies that have already been submitted in previous coursework or current coursework is academic dishonesty.

Sending e-mail: When sending e-mails, be sure to put “CMHT5440” in the Subject line, if you are emailing me on my outlook. You will get replied within 24 hours with very few exceptional cases (going for a conference, etc.). In these cases, the instructor will notify you beforehand.

Expectations:

- Students are expected to have reliable internet access and use of appropriate computer equipment, software, updates and plug-ins in order to successfully complete any UNT online course.
- Students are expected to log on to the course daily. It is your responsibility to check communications concerning this course. Make a habit of checking each day for announcements, updates on the calendar, discussion posts, and e-mails from the instructor or class members when working on group projects.
- Students are expected to have access to the selected text and APA style manual. It doesn’t matter what form you access the APA style, but my expectation is that you will adhere to the directions in the printed manual.
- Students will read the corresponding chapters of the textbook prior to completion of the modules.
- Students will post and respond to required discussions as scheduled, well in advance of deadlines.
- Students will complete all written assignments following Written Assignment Guidelines and turn completed work in by the deadline indicated. See the BEGIN HERE icon on the homepage for complete instructions.
- Graduate students are generally expected to spend 5 hours outside of class for every hour in class. This is a 3-hour class, so a minimum of 15 hours per week is expected in the long semester. In the summer session, this class is truncated to a 5 week session (rather
than a 17 week session), so do the math! The course content is not truncated, only the calendar. While we have no specific “in class” time, you are expected to invest time and interest in this class. Research, depth and insight are expected at the graduate level.

- Students are expected to be an asset to their student group and work cooperatively with fellow members to successfully complete group projects.
- Students are expected to conduct themselves with integrity and complete their academic exercises with honesty.
- Students are expected to discuss issues that arise, particularly with regard to assignments, prior to the due date. This may mean working far enough in advance to problem-solve. What is that old saying? Procrastination on your part does not create urgency on my part.
- This is a graduate class. Generally speaking if the work students submit could have been completed by a typical 10th grader, it will not receive a high grade.
- Anything students write that is stated as a fact must either be their original observation or cited with a credible reference.

**STUDENT PERCEPTIONS OF TEACHING**

The Student Perceptions of Teaching (SPOT) is the student evaluation system at UNT. This assessment will be made available during the semester. Student feedback is important and an essential part of participation in this course.

**IMPORTANT DATES**

Specific details of all deadlines and events are found at these websites. Use these websites for all final verifications of deadlines and dates.

UNT Registrar: [https://registrar.unt.edu/students](https://registrar.unt.edu/students)

Summer 2018 Important Dates/Deadlines: [https://registrar.unt.edu/registration/summer-5w1-10w-and-8w2-sessions#5W1](https://registrar.unt.edu/registration/summer-5w1-10w-and-8w2-sessions#5W1)

Graduate School Dates for Graduation and Thesis Deadlines: [http://tsgs.unt.edu/academics/graduation](http://tsgs.unt.edu/academics/graduation)

**ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related issues. When you need problems resolved, you should start with your **individual faculty member** who will then help you navigate the Chain of Command shown below:
ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please do so, as this is where you learn about job opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSE SAFETY STATEMENTS

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

From UNT-International regarding On-Campus Component Reporting Form for Online Courses. “Immigration regulations stipulate that for F-1 International Students “no more than the equivalent of one on-line/distance education class or 3 credits per session may count towards the full course of study requirement” (8 C.F.R. § 214.2(f)(6)(i)(G)). At UNT, many online courses are in reality “blended” courses that have both online and on-campus components. To compensate for the “blended” courses, UNT has created this form to allow students taking a “blended” course to count the course as an on-campus course and not an online course to comply with their full time enrollment requirement. This form should be filled out and signed by the Course Professor and returned to the International Student and Scholar Services Office during the first week of classes for a given term.” Form link: http://international.unt.edu/node/482 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, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

CLASSROOM POLICIES (On-campus and on-line)

The University’s expectations for student conduct apply to all instructional forums. The Code of Student Conduct is located at http://www.unt.edu/csrr/student_conduct/index.html.
EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence).  http://www.unt.edu/eaglealert/ The system sends messages to the phones, etc. of all active faculty staff, and students.  Please make certain to update your phone numbers at www.my.unt.edu.  Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.  In the event of a university closure (weather or other circumstance) check your Eagle Connect email and check into your Blackboard course to receive information regarding your specific classes.

COMPLETION OF WORK AND MAKE-UP WORK:

As a student enrolled in a web-based course, you must understand that this is a REAL COURSE with REAL ASSIGNMENTS and REAL DEADLINES.  All course work must be completed before assigned due dates indicated on the Course Calendar and Syllabus and no late assignments will be accepted.  University regulations apply regarding excused absences or tardies (i.e., illness, death in family).  Please refer to the Student Handbook for specific guidelines.  Because of the interactive nature of a web-based course, completion of course work is imperative!  Incompletes will only be given in the most extreme circumstances.

Assignment Due Dates & Guidelines: All assignments due date/time is specified in the assignment guideline.  Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances- please understand, the onus of providing the material for extension of deadline lies with the student.  Each student can submit only ONE late assignment if they meet the three conditions.

All assignments should be submitted within the Blackboard environment.  Assignments submitted by unassigned alternative methods (i.e. regular e-mail) will be downgraded 20%, unless Blackboard is down for an extended period of time or an alternative method has been pre-authorized by the instructor.

Submitting within Blackboard is important because all of the content within the Blackboard course will be archived for reference if needed.  There is also the large possibility that assignments faxed will be misdirected, or assignments e-mailed will be tagged as spam and never arrive.  In addition, rubrics are created in Blackboard, and I cannot attach a rubric to an emailed assignment.

If you anticipate a problem with a particular due date, it is best to make alternative arrangements sooner rather than later.  Sometimes alternative arrangements are possible, depending on the assignment.  With discussion assignments, however, alternative due dates are not possible because others may be depending on your input to finish their assignments.
Grades and critical comments will be posted in the Grade tool in Blackboard. Please allow approximately 10 days for grades to be posted. If there is no grade posted after 10 days, contact the instructor.

If you have a question about a posted grade, you need to ask that question within two weekdays of the grade posting. If you have the Bb app on your smart phone, you will get an alert when a grade is posted. If applicable, any hard copies of your graded assignments will be returned to you via U.S. Mail.

**GRADE DETERMINATION:**

**Module-specific Activities/Discussions/Written Assignments/Quizzes (170 points):** These are part of each Module throughout the semester. Specific instructions are posted for each within the module or in the Assignments tool, but the directive for the assignment is ALWAYS in the module. Possible points vary depending on the exercise.

- Advertising Post: 20 points
- Cross Cultural Abstract – 20 points
- Culturally Aware Assignment – 20 points
- Generation Interview – 20 points
- Leisure Assignment – 20 points
- Discussion Posts (How Women Shop OR Great American Vacation) – 20 points
- Blackhawk Engagement Discussion – 10 points
- Subculture Motives and Emotions – 15 points
- Chapter 12 quiz – 25 points

Class interaction through the DISCUSSION tool is expected when discussions are assigned. Many times there will be a due date for posting to a forum and a second due date for a response or follow-up post. Class members are expected to read all forum postings and to contribute at least the minimum specified amount. The instructor is able to monitor participation via Blackboard (logged time, number of postings, etc.) in addition to evaluating discussion content. I may or may not participate in the discussion itself.

**APA Quiz (50 points)**

**Consumption Subculture Assignment (100 points)**
In this project you will be investigating a consumer interest group or consumption subculture. It is part of Module #5. Additional details will be provided in Module #5.

**Final Exam (100 points)**

**Grade Scale:**
For subjective work, the following scale will be used to determine scores:

A = Excellent; exceeds expectations; thoroughly researched; well-thought-out work presented in a professional manner; creative when warranted
B = Above-average work; research effort; presented in a professional manner
C = **Average work** with minimum effort; just answering the questions; just covering the basics; presented in a professional manner; creativity and interest may not evident

D = Needed to invest more effort on this project; **appears last-minute**; little research evident; presentation is lacking

F = Did not meet minimum criteria; failure to turn in work

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### FINAL GRADE PERCENTAGES AND POINTS

Grades are not curved. Grades will not be calculated via Blackboard Learn

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Points</th>
<th>Maximum Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>378</td>
<td>420</td>
</tr>
<tr>
<td>B</td>
<td>336</td>
<td>377</td>
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<td>C</td>
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<td>D</td>
<td>252</td>
<td>292</td>
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<tr>
<td>F</td>
<td>Below 252</td>
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**Tentative Weekly Module/Topic Schedule:**

Below is a tentative weekly schedule for modules, topics and corresponding text chapters for your required reading. Check your course calendar regularly for the most accurate timeline with deadlines. I find it helpful to print this page and use it as a bookmark in my textbook.

<table>
<thead>
<tr>
<th>MODULE / TOPIC</th>
<th>CORRESPONDING REQUIRED READING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACKBOARD – Go to course <strong>Home Page</strong></td>
<td>Click BEGIN HERE &amp; SYLLABUS</td>
</tr>
<tr>
<td>#1 – Consumer Behavior &amp; Marketing Strategy</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>#2 – Cross-Cultural Variations in Consumer Behavior</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>#3 – The American Market</td>
<td>Chapters 3 - 5</td>
</tr>
<tr>
<td>#4 – Families &amp; Households</td>
<td>Chapter 6</td>
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<td>#5 – Group Influences</td>
<td>Chapter 7</td>
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<tr>
<td>#6 – Motivation, Personality &amp; Emotion</td>
<td>Chapter 10</td>
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<tr>
<td>#7 – Attitudes</td>
<td>Chapter 11</td>
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<tr>
<td>#8 – Self-concept, Lifestyle &amp; Situational Influences</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>#9 – Consumer Decision Process</td>
<td>Chapters 13 - 18</td>
</tr>
<tr>
<td>Final</td>
<td>See Course Calendar for access period</td>
</tr>
</tbody>
</table>