



College of Merchandising, Hospitality & Tourism

CMHT 5440 Consumer Theory

Fall 2022

100% Online Course

Course Information

CMHT 5440

Fall Semester - August 29, 2022 - December 16, 2022

100% online course

Course Instructor

Dee K. Knight, Ph.D.

Contact: Dee.Knight@unt.edu (Include CMHT 5440 in the subject line.)

Office Hours: Arranged by appointment via Zoom or on campus.

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:

By the end of this course, the student should be able to:

1. Comprehend classic and contemporary consumer theories and their relationships to retail merchandising and hospitality management strategies.
2. Propose strategies based on analyses of consumer behavior.
3. Evaluate changes in retail merchandising and hospitality product or service strategies resulting from fundamental changes in consumer behavior.
4. Assess consumer behavior from a theoretical, practical, and technical point of view.

Required Reading:

Students are expected to read assigned scholarly articles in lieu of a textbook.

About the Professor

My background includes industry experience as a retail entrepreneur of an apparel and accessories store for many years before going back to school to earn my doctorate in merchandising. My teaching also is informed by my consumer research and professional and personal travel not only in the United States, but also in England, France, South Korea, and India. Additionally, I led students on three-week study abroad excursions for 12 summers to Hong Kong and China. Students learned about the apparel supply chain from raw cotton, to spinning, knitting, production, warehouse operations, transportation, and port operations including loading and unloading containers at the Shenzhen Yantian International Container Terminal. Students learned about international retailing in Hong Kong where they experienced retailing from night markets to luxury retail stores.

Like many of you, my academic path was interrupted by work and other life experiences. I look forward to spending this semester with you while we increase our understanding of consumer theories to understand accelerating changes in consumer behavior that impact our industries.

On a personal note, my family includes two sons, two daughters-in-love, three grandchildren and three “greats” including a 6-month-old adorable baby girl, a busy two-year old boy, and a 5-year old who is an expert on dinosaurs. I’m also an avid reader, so please share your favorite titles!

Teaching Philosophy

My goal is to create a learning environment where students are engaged, respected, and contributing through their questions, discussions, experiences, and insights as we work toward a common goal of mastering learning objectives and applying them in this course and beyond. Learning requires hard work, but I believe it should be fun as we learn from one another and dare to ask, “why not” as seek innovative solutions to industry challenges and opportunities. Lifelong learning informs my courses to ensure the concepts, theories, and applications presented are current, relevant to the content and valuable to you.

Technical Skill Requirements

Students should be able to upload and download files and access the Internet to access the course and associated materials. Effective navigation of Canvas is necessary as course assignments and support materials will be made available through this application. I communicate with students via your UNT email. Please have your UNT email automatically forwarded to your preferred account if you do not check UNT email.

This is a 100% online course delivered on Canvas. If you are new to the Canvas platform, please contact me the first week so I can orient you to the software quickly.

Course Requirements (see Course Calendar for details)

Instructor Responsibilities and Feedback

As the instructor it is my responsibility to:

1. Help students learn, provide clear instructions for assignments, identify additional resources, provide rubrics, and continually review and update course content based upon learning outcomes and changes in the field of study.
2. Provide timely feedback on assignments.
3. Respond in a timely manner to students’ emails. I monitor my UNT email several time a day and students always have priority when they put CMHT 5440 in the subject line so I quickly see a student email.
4. Please do not use Canvas email if you want a timely response as I check it infrequently.

Student Responsibilities

1. Students are expected to complete readings aligned with each module before completing the module.
2. Students are expected to log in a few times a week to access new posts, resources, and timely information.
3. Students are expected to submit graduate quality assignments that demonstrate a mastery of course content and to submit assignments on time.

4. Content in this course is my intellectual property and is meant for the benefit of students enrolled in this course. It is expected that course materials will remain in this Canvas course.

Netiquette

Follow the golden rule of treating others as you wish to be treated.

1. Ethical standards of behavior in our online class is expected just as it is in a campus classroom.
2. In discussions, be respectful of the opinions and perspectives of others even when they differ from yours.
3. Respect others' privacy and refrain from re-posting information outside this course.

Academic Integrity

All works submitted for credit must be original works created by the scholar uniquely for this class. It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

Turnitin is used as a tool to assist students in their scholarly writing to address plagiarism issues. It is recommended that students use this resource to ensure their work is free of copyright issues prior to final submission of their assignments. A similarity score above 15% may indicate a high percentage of quotes, an indication of "cutting and pasting" from internet sources or relying on the work submitted by another student at this or another university. High similarity scores will result in grade reduction. Paraphrase information you include to indicate your understanding and avoid using quotations.

Class Participation

Successful students tend to be those who are engaged with the materials including the academic readings. Thoughtful interaction with other students in your discussion groups benefits everyone.

In the event of illness that prevents you from meeting course deadline, please submit appropriate documentation for verification.

Student - Dr. Knight Hang Out

Anyone can post an observation or question and respond to others in this space. If you have a question, it is likely that other students may have the same question.

Group Discussions

A group discussion follows Modules 1 - 4. Each discussion includes an upload (i.e., videos, interviews, and reports of research articles) and responses to posts of two other students. Each discussion includes two due dates: 1) original post (upload), and 2) responses to posts to other students. There are two due dates for each discussion, one to upload your file(s) and another to respond to uploads of two other students. Members of groups are randomly assigned so group members will change.

Discussion Group Leaders

Canvas also randomly assigns a Discussion Group Leader for each assignment. Responsibilities of all students: Monday - check the module to see if you are assigned Discussion Leader responsibilities.

Responsibilities of Group Leaders: 1) Make your original post early and introduce yourself as the discussion leader, 2) read posts of other students early so you can pose thought provoking questions or make observations to which other students may respond, and 3) summarize the discussion on the last day of the discussion.

Research Project

Students will complete an individual qualitative research project that is designed for students that are new to research. The project is completed in steps with detailed explanations and instructions. Each step will have separate points and due date. A properly formatted final report that includes all the steps incorporating feedback will be submitted. The last assignment will be a PowerPoint presentation of the project. This assignment is appropriate for submission to the College of Merchandising, Hospitality Student Research Showcase in Spring 2023. I can submit only two projects for the event, please let me know if you are interested. You can submit your work even if you graduate in December 2022; it is a nice addition to your resume.

Semester Calendar

Dates	Module and Topic	Assignments	Due	Pts
8/29	Let's Get Acquainted	Introduce yourself using discussion tool	9/1	10
8/29 - 9/4	Module 1: The Science of Consumer Behavior	Videos & Discussion: Congruence of Brand Personality (2 deadlines)	9/1 Post 9/4 Respond	25
9/5 - 9/11	Module 2: Consumer Decision Process	Interviews and Discussion Decision Process	9/8 Post 9/11 Respond	40
9/12 - 12/4	Details of the qualitative research project and due dates for each step and final project will be posted on 9/12/2022.			
9/12 - 10/16	Module 3: Internal Influences	Report and Discussion Internal Influences	9/15 Post 9/18 Respond	50
10/17 - 10/31	Module 4: External Influences	Report and Discussion	9/22 Post 9/25 Respond	50
Final Exam Week	12/10 - 12/16			