

CMHT 3950 Creating Consumer Experiences

Spring 22 – 8 Week course

UNT Brief Syllabus

Coursera Course

This is a 100% Online Course.

Prerequisites	There are no current pre-requisites or restrictions. This course is not recommended for freshmen.
Course Instructor	Dee K. Knight, Ph.D. Associate Professor, Merchandising and Digital Retailing
Contact Information	Dee.Knight@unt.edu
Email Subject Line	CMHT 3950 Student
Office Hours	Tuesday 10:00 a.m. – 11:00 a.m. and scheduled Zoom meetings
Delivery Method	Course is delivered 100 % online via Coursera.

Course Description

Creating Consumer Experiences explores how retail, hospitality, tourism and aligned consumer product and service industries are merging to create total consumer experiences. Topics include the evolution of consumption, experiential commerce, consumer trends in digital and brick-and-mortar environments, and touchpoints in the dynamic consumer journey. (3 credit hours).

On Campus Meeting

There are no on-campus meetings.
All work is completed online through Coursera.

Course Learning Objectives

Module	Course Learning Objectives	Bloom's Level	Bloom's Taxonomy
1	Examine expectations in the consumer journey by personal orientations.	4	Analyze
2	Explain the role of empowerment in driving consumer engagement.	5	Evaluate
3	Compare methods for measuring experiences in the path to purchase.	5	Evaluate
4	Analyze the transformation of commerce to an experience economy.	4	Analyze
5	Explain how the experience paradigm changes consumption patterns.	5	Evaluate
6	Assess re-imagining experiences through innovation and digitization.	5	Evaluate
7	Analyze shifts in consumer brand experiences on brand positioning.	4	Analyze
8	Interpret consumer experiences using a global perspective.	5	Evaluate

Content & Readings

CMHT 3950 has no assigned textbook. Course content is embedded within in each module. You can access the content directly within each module. This includes assigned readings accessed by embedded in the module.

This is a concept and strategy-based course. You are expected to read all content and each article in its entirety unless the module it specifies only certain pages are required reading. These readings will help you understand the course concepts and apply them to insights and strategies in your assignments and on exams.

Professional Alignment with CXPA

CMHT 3950 is the foundational course for consumer experience (CX). The following proficiencies reflect six standards of proficiency identified by the Customer Experience Professional Association (CXPA), a global organization.

1. Analysis and application of concepts related to a customer-centric marketplace culture.
2. Adopting and implementing optimal CX experiences.
3. Using voice of customer (VoC) research to develop insights and strategies.
4. Applying experience-designed strategies in different contexts.
5. Executing data-based metrics and measures to reveal consumer situational experiences.
6. Developing CX strategies to improve ROI for a company or brand.

Academic Dishonesty

Evidence of *academic misconduct* in CMHT 3950 will be addressed according to the policies, processes and penalties explained in the UNT Handbook link: <https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity>.

Academic Misconduct means the intentional or unintentional action by a student to engage in behavior in the academic setting including, but not limited to cheating, fabrication, facilitating academic misconduct, forgery, plagiarism, and sabotage. (UNT policy: https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final_.pdf)

1. In CMHT 3950, the following expectations apply to ALL EXAMS:
 - You are expected to independently complete each exam.
 - You may use Coursera course materials while taking an exam.
 - Your exams are timed and automatically close; you will be unable to log in again.
 - *Evidence of the use or purchase of materials or exams completed by others will result in either a 0 grade for that exam or failure in the course depending upon the magnitude of the academic misconduct.*

2. In CMHT 3950, the following applies to the three CX-RESEARCH PROJECTS:

- You are expected to identify, research, and complete the Template for your project.
- You are expected to submit your *original work* using the assigned concepts for the project.
- You will be provided with the tools to help you to be successful in your assignments. These tools include:
 - Detailed instructions.
 - Templates for each assignment which you will use to organize and write your project.
 - Detailed rubrics so you know exactly the points values for each part of the assignment.
- You are to upload your original research using the Turnitin link located within the Coursera assignment.
 - Turnitin automatically searches for plagiarism and provides a score linked to original work.
 - Your score will be adjusted based on the Template outline word count in the Template.
 - You need to aim for a score of 25% or lower. You have unlimited opportunity to resubmit your project or paper up to the deadline when the portal closes. This allows you to check on your score as you work on your assignment.
 - If you use industry and/or academic sources to support your insights, use APA Style for any citations in your work that is not your original thought.
- *Evidence of the use, copying, or purchase of projects or papers that are completed by others will result in either a 0 grade for that project or paper or failure in the course depending upon the magnitude of the academic misconduct.*

3. In CMHT 3950, the following applies to all FORUM DISCUSSIONS:

- Your discussion is expected to be an original situation.
- You will use a Template to organize and submit your work.
- You will have a detailed rubric that shows the point values for each part of the assignment.
- You are to upload your original research into the Turnitin link located within the Coursera assignment.
- *Evidence of the use, copying, or purchase of projects or papers that are completed by others will result in either a 0 grade for that project or paper or failure in the course depending upon the magnitude of the academic misconduct.*

Course Zoom Etiquette

- Be aware of your surroundings. Your professor and classmates can also see BEHIND you.
- Do your best to participate in any meetings in a quiet, undistracted environment, turning off external background noise such as TV or being in an open shared space with people interrupting you
- Position your camera correctly so your instructor can see your face, not the ceiling or a blank wall

Expectations of Student Work

CMHT 3950 is a junior-level course delivered 100% online. As an online course, student success is directly linked to the time and effort you devote to the class. In this course, you will be focused on the concepts and competencies associated with consumer experience (CX) professionals in the consumer-based industries of retail, hospitality, travel, experiences, consumer products, and consumer services.

You are provided with all the materials and tools to be successful on exams and assignments. However, your success is dependent upon you accepting the following responsibilities as a CMHT 3950 student.

1. Completing all readings in each module.
2. Using the course calendar to plan your studies and preparing your assignments.

3. Meeting all deadlines as stated in the course calendar.
4. Completing all five quizzes (49% of course grade)
5. Completing all five assignments (51% of course grade).

All work is due by the assigned deadline.

1. While late work is accepted, total possible points will be reduced by 10% for each calendar day late.
2. Any exception to the due date will require a university acceptable reason and instructor approval.
3. No assignment will be accepted after July 2 which is the last day of class before Finals.
4. Final Exam Day is Friday July 3, 2021. The Final Exam is mandatory and open for 24 hours only.

SPOT (Student Perceptions of Teaching)

This is a requirement for all organized classes at UNT. This short SPOT survey will be made available to you near the end of the 8-week course. I value your feedback as I continue to develop this course.

Syllabus Subject to Change

This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.

Brief Overview of Major Assignments

- **Forum Discussions (25 points each)**
Offers students the opportunity to write and post a narrative about a consumer experience within a specific situation or in a context. Students are assigned to a small discussion group of 10 to 12 classmates. You will respond with your own insights to other students posts in your discussion group.
- **CX-Research Projects (100 points each)**
In this class you will complete action research for each phase of the consumer's path to purchase: expectation, engagement, and experience. Research methods include the following steps: (1) conceptualization, (2) purpose, (3) sample, (4) situation or context, (5) data collection, (6) data analysis, (7) results, (8) implications, and (9) strategies to improve some aspect of the consumer experience.

Grades

Assignments (47 % of Grade)		Points
1	Forum Discussion 1 – Consumer Frictions & Gaps in the Path to Purchase	25
2	Forum Discussion 2 – The Hierarchy of Effect Strategies	25
3	CX-Research Project 1 – Satisfaction and Loyalty (Expectations)	100

4	CX-Research Project 2 – The Secret Shopper (Engagement)	100
5	CX-Research Project 3 – The Path to Purchase (Total Experience)	100
Total Possible Assignment Points		350
Exams (53% of Grade)		
1	Module 1 – Expectation	50
2	Module 2 – Engagement	50
3	Module 3 – Experience	50
4	Module 4 – Experiential Strategies	50
5	Module 5 – Channel Strategies	50
6	Module 6 – Thematic Strategies	50
7	Module 7 – Brand Strategies	50
8	Module 8 – Global Strategies	50
Total Possible Exam Points		400
Total Possible Points in Course		750

Grade Point Distribution

Letter Grades	Percentages	Total Required Points
A	90 – 100	675
B	80 – 89	600
C	70 – 79	525
D	60 – 69%	450
F	59% and below	449

Grading Rubrics & Submission

All written assignments will be assessed using an online rubric specific to the assignment. Please review each rubric so you understand the point distribution. All assignments must be uploaded to Coursera through the original assignment link. This link directly attaches your assignment to the grading rubric.