

**Creating Consumer Experiences**  
**CMHT 3950.003, Fall 2021**  
**Syllabus**

<b>Prerequisites</b>	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	<a href="mailto:dee.knight@unt.edu">dee.knight@unt.edu</a>
Email Subject Line Quick Response	CMHT 3950 Fall 2021 Include <b>CMHT 3950</b> in the email subject line for quickest response, typically, less than 24 hours
Office Hours	Thursday 3:30 p.m. - 5:00 pm or by appointment via Zoom
Office Location	Chilton 331D
Delivery Method	Course is delivered 100 % online via UNT Canvas.

**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 UNT Canvas.



**About Your Professor – An entrepreneur, curious, and calculated risk-taker**

Welcome to RETL 4880! My experience as a consumer-focused entrepreneur and consumer-based researcher with an insatiable curiosity about consumer behavior inform my teaching. Like some other students, my traditional academic path was interrupted by industry experience.

**Teaching Philosophy**

My goal is to create a learning environment in which students are engaged, respected, and contributing through their questions, experiences, and insights as we work toward a common goal of mastering learning objectives and applying them in the classroom 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”. Lifelong learning informs my courses to ensure the concepts, theories, and applications presented are current, relevant to the content, and valuable to you.

## Learning Objectives

No.	Learning Objectives	Bloom's Level	Bloom's Taxonomy
1	Identify key concepts associated with consumer expectations, engagements, and experiences in the dynamic path to purchase.	1	Remember
2	Explain consumer empowerment in the dynamic path to purchase.	2	Understand
3	Identify how the consumer experience is transforming consumer products and services industries.	3	Apply
4	Examine how social, economic and environments influence consumer expectations, engagement, and experiences.	4	Analyze
5	Identify how consumer involvement in the dynamic path to purchase is influenced by value orientations, utilitarian needs, hedonic wants, and efficiencies of time, energy, and resources.	5	Evaluate
6	Select product and service attributes that drive satisfaction and create loyalty in the consumer journey.	5	Evaluate
7	Create strategies that meet consumer expectations, extend engagements, and offer exceptional experiences that will drive profit in the dynamic path to purchase.	6	Create

## Course Website

<https://unt/instructure.com/login/ldap>

All class work is done in Canvas which can be accessed through the CMHT 3950 portal. Completed modules will remain open for the duration of the semester.

## Content & Readings

CMHT 3950 has no assigned textbook. Course content is embedded within in each module. You can access the content within each module as well as readings accessed through links within the module.

This is a concept and strategy-based course. You are expected to read all content and each article in its entirety unless specific pages are noted within the module. These readings will help you understand course concepts and apply them to insights and strategies for strategies and exams.

## Professional Alignment with CXPA

CMHT 3950 is the foundational course for consumer experience (CX). CX professionals are expected to be highly proficient in six areas: (1) analysis and application of concepts related to a customer-centric marketplace culture; (2) adopting and implementing optimal CX experiences; (3) using voice of consumer (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; and (6) developing CX strategies to improve ROI for a company or brand. These proficiencies reflect the six standards of the Customer Experience Professional Association (CXPA), a global organization.

## 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](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 Canvas course materials and the module study guides while taking an exam.
  - Your exams are timed and automatically close; you will be unable to log in again.
  - You are responsible for completing the module study guide with the information that you need to understand each concept. The Study Guides exactly follow the content in the module.
  - *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 CX-RESEARCH PROJECTS and the APPLIED CX PROFESSIONAL PAPER:
  - You are expected to identify, research, and complete the Template for your project or paper.
  - You are expected to submit your *original work* using the assigned concepts for the project or paper.
  - 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/paper.
    - Detailed rubrics so you know exactly the points values for each part of the assignment.
  - You are to upload your original research into the Turnitin link located within the Canvas 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 will upload your original research into Turnitin located within the Canvas 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 from a 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, 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.

- Completing all readings in each module.
- Completing the Exam Study Guide for each module.
- Using the course calendar to plan your studies and preparing your assignments.
- Meeting all deadlines as stated in the course calendar.
- Completing all five exams (lowest grade is dropped among Exams 1, 2, 3, 4) (49% of course grade)
- Completing all assignments (51% of course grade).
- All work is due by the assigned deadline.
- While late work is accepted, total possible points will be reduced by 10% for each day late.
- Any exception to the due date will require a university acceptable reason and instructor approval.
- No assignment will be accepted after **December 2**, which is the last day of class before Finals.
- Final Exam Day is **December 7, Tuesday**. 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 semester. 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)  
Involves students in action research. Students complete one study for each phase in the consumer path to purchase: expectation, engagement, and experience. Comprehensive research methods are applied: (1) concepts, (2) purpose, (3) objective, (4) sample, (5) situation or context, (6) data collection, (7) data analysis, (8) results, (9) implications, and (10) strategies to improve some aspect of the consumer experience.
- Applied CX Professional Paper (50 points)

Offers students the opportunity to examine a consumer experience situation in the context of a retail in-store or online shopping experience, a dining, hotel, or travel/tourism and offer insights into how that situation could be strategically improve

Assignments (51% 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 (Experience)	100
6	2021 UNT Global Digital Retailing Research Center – Symposium (Zoom)	15
Total Possible Assignment Points		360
Exams (49% of Grade)		
[Lowest Score Among Exams 1, 2, 3, 4 is Dropped] [ Exam 5 is the FINAL EXAM and is NOT Dropped.]		
1	Module 1 – Experiential Strategies	100
2	Module 2 – Channel Strategies	100
3	Module 3 – Thematic Strategies	100
4	Module 4 – Brand Strategies	100
5	Module 5 – Global Strategies + Major CX Concepts - FINAL EXAM	100
Total Possible Exam Points		400
Extra Credit	Assignment: Empowered Consumers Extra Credit on 4 Exams (up to 4 points per exam)	0 – 8 0 – 16
Total Possible Points in Course (extra credit added to actual points earned)		760

## Grades

Assignments (51% 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 (Experience)	100
6	2021 UNT Global Digital Retailing Research Center – Symposium (Zoom)	15
Total Possible Assignment Points		360
Exams (49% of Grade)		
[Lowest Score Among Exams 1, 2, 3, 4 is Dropped] [ Exam 5 is the FINAL EXAM and is NOT Dropped.]		
1	Module 1 – Experiential Strategies	100
2	Module 2 – Channel Strategies	100
3	Module 3 – Thematic Strategies	100
4	Module 4 – Brand Strategies	100
5	Module 5 – Global Strategies + Major CX Concepts - FINAL EXAM	100
Total Possible Exam Points		400
Extra Credit	Assignment: Empowered Consumers Extra Credit on 4 Exams (up to 4 points per exam)	0 – 8 0 – 16
Total Possible Points in Course (extra credit added to actual points earned)		760

Course Point Distribution for Grades<sup>1</sup>

Letter Grades	Percentages	Total Required Points
A	90 – 100	733 – 815
B	80 – 89	652 – 732
C	70 – 79	570 – 651
D	60 – 69%	489 – 569
F	59% and below	488 and below

<sup>1</sup> All extra credit points earned are added to final total required points; then the final grade is calculated.

## Grading Rubrics &amp; Submission

All written assignments will be assessed using an online rubric specific to that assignment. Please review each rubric so you understand the point distribution. All assignments must be uploaded within the original assignment in Canvas as this will link it directly to the grading rubric.

## Course Calendar

The CMHT 3950 Spring 2021 Calendar is presented as a detailed course schedule. See page 5.

CMHT 3950 Creating Consumer Experiences Fall 2021 Calendar <sup>1</sup>			
Open & Due Mondays		Open & Due Tuesdays	Open & Due Wednesdays
<ul style="list-style-type: none"> <li>• Modules</li> <li>• CX-Research Projects</li> </ul>		<ul style="list-style-type: none"> <li>• Exams <sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Forum Discussions <sup>3</sup></li> <li>• Applied CX Industry Paper <sup>4</sup></li> </ul>
Modules	Opening Date/Time	Exams <sup>1</sup> Dates & Open/Close Times	Type and name of assignment, Open & Due Dates, Points, Weeks to Complete
Module CX& Module 1  Experiential Strategies	1 <sup>st</sup> Day of Class  August 23 12:00 am Monday	Exam 1 (100 pts)  Opens Tues. Sep 14, 12:00 am Closes Tues. Sep 14, 11:59 pm	Forum Discussion 1 (25 pts) (2 weeks) <sup>3</sup> <i>Consumer Frictions &amp; Gaps in The Path to Purchase</i> 1. Opens Wednesday Aug 25 @12:00 am. 2. Due Wed. Sep 8, 11:59 pm – Your initial post. 3. Due Wed. Sep 15, 11:59 pm – Your 2 Responding Posts
			Applied CX Professional Paper (50 pts.) (8 weeks) <sup>4</sup> <i>Applying CX Strategies in a Work Situation</i> 1. Opens Wed. Sept 22, 12:00 am. 2. Due Wed. Nov 17, 11:59 pm.
Module 2  Consumption Strategies	Sep 13, 12:00 am Monday	Exam 2 (100 pts.) Opens Tues. Sep 14, 12:00 am Closes Tues. Sep 14, 11:59 pm	CX-Research Project 1 (100 pts.) (3 weeks) <i>Expectation: Consumer Satisfaction &amp; Loyalty</i> 1. Opens Monday Sep 6, 12:00 am. 2. Due Monday Sep 27, 11:59 pm. 3. Submit Assignment via Turnitin by Sep 27, 11:59 pm.
Module 3  Thematic Strategies	Oct. 4, 12:00 am Monday	Exam 3 (100 pts.) Opens Tues. Oct 5, 12:00 am Closes Tues. Oct 5, 11:59 pm	CX-Research Project 2 (100 pts.) (3 weeks) <i>Engagement: The Secret Shopper</i> [Fulfills Empathy Assignment for UNT Career ConnectProgram] 1. Opens Monday Sep 27, 11:59 pm. 2. Due Monday Oct 18, 11:59 pm. 3. Submit via Turnitin by Oct 18, 11:59 pm.
Module 4  Brand Strategies	Oct 25, 12:00 am Monday	Exam 4 (100 pts.) Opens Tues. Oct 26, 12:00 am Closes Tues. Oct 16, 11:59 pm	CX-Research Project 3 (100 pts.) (3 weeks) <i>Experience: The Path to Purchase</i> 1. Opens Monday Oct 18, 12:00 am. 2. Due Monday Nov 8, 11:59 p.m. 3. Submit Assignment via Turnitin by Nov 8, 11:59 pm.
Module 5  Global Strategies	Nov 15, 12:00 am Monday	Exam 5 (Final) (100 pts.) Opens Tues. Dec 7, 12:00 am Closes Tues. A, 11:59 pm	Forum Discussion 2 (25 pts.) (2 weeks) <sup>3</sup> <i>The Hierarchy of Effects Strategies</i> 1. Opens Wed. Nov 10 at 12:00 am 2. Due Fri. Nov 19, 11:59 pm - Your original Post. 3. Due Wed. Nov 24, 11:59pm – Your 2 Responding Posts.
FINALS WEEK		December 1 & 2– Prefinals Days December 3 – No classes/Reading Day December 7 – Final Exam	

<p>NOTES</p> <p>Calendar Exams Assignments</p>	<p><sup>1</sup> Calendar uses consistent open and due dates.</p> <p>(1) Monday open/due: Modules and CX-Research Projects, (2) Tuesday open/due: Exams, and (3) Wednesdays open/due: Forum Discussions, Applied CX Professional Paper.</p> <p><sup>2</sup>The lowest scored exam among Exams 1, 2, 3, and 4 will be dropped. Exam 5 will not be dropped.</p> <p><sup>3</sup> Your original post must be in Canvas before you will be able to respond to the student posts.</p> <p><sup>4</sup> You have 8 weeks to complete this paper. It will overlap with other assignments.</p>
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