



University of North Texas  
College of Merchandising, Hospitality Management  
CMHT 5440  
Consumer Theory

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**Course Information**

CMHT 5440 – MDSE 5440.002, .004

Fall 2020 – August 24, 2020 – December 11, 2020

100% online course

F-1 International students are required to an on-campus component if they have more than one 100% online course. See course schedule for dates/times/places for in-person discussions.

**Instructor Contact**

Dee K. Knight, Ph.D.

Office Hours: Let me know a date/time that is convenient for you, and we will “zoom”.

Contact: [Dee.Knight@unt.edu](mailto:Dee.Knight@unt.edu) (I monitor this email in the evenings and on weekends, and students can expect a response in less than 24 hours.)

**About the Professor / Instructor**

Welcome to CMHT 5440! I am Dr. Dee K. Knight, the instructor for this course and Program Coordinator for the Retail Program. Prior to earning my doctoral degree in Merchandising, I was an entrepreneur and owner operator of a retail specialty store. Like many of my students, the traditional academic path that was interrupted by industry experience. Many of you bring industry and life experiences to this course that will enrich our discussions and your assignments as we learn from one another.

**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.

**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. Proposes chances in retail merchandising and hospitality 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.

**Required Text:**

Sirgy, M.J., Rahtz, D.R., & Portolese, L. (2019). *Consumer Behavior Today*. Boston, MA: FlatWorld.

**Readings and Videos:**

MDSE 5240 Library Guide: <https://guides.library.unt.ed/MDSE5240>

If you, like me, have a keen interest in human/consumer behavior and tend to ask, "Why", you also might enjoy the following resources.

**Books**

- Ariely, D. (2008). *Predictably Irrational: The Hidden Forces, Revised and Expanded Edition: The Forces that Shape our Decisions*. Harper Collins.  
Read about Dan Ariely <https://danariely.com/all-about-dan/>
- Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.
- Cialdini, R. B. (2007). *Influence: The psychology of persuasion*. Harper Collins.

**Videos**

Dan Ariely Blog: <https://danariely.com/>

Dan Ariely: Model of Behavior - [https://www.youtube.com/watch?v=Opjq1JT\\_ds8](https://www.youtube.com/watch?v=Opjq1JT_ds8)

Dan Ariely: The value of trust (Using consumer behavior to make business decisions) - [https://www.youtube.com/watch?v=Opjq1JT\\_ds8](https://www.youtube.com/watch?v=Opjq1JT_ds8)

**Technical Skill Requirements for This Course**

Students should be able to upload and download files and access the Internet for course support materials. Effective navigation of Canvas is necessary as course assignments and support materials will be made available through this application. Email will be used to communicate with students via the UNT provided student email accounts.

This is a 100% online course delivered on Canvas. If you are new to the Canvas platform, please contact me the first day so I can help you get started!

**Instructor Responsibilities**

- 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.
- Provide Feedback on assignments in a timely manner.
- Respond to students' emails to [Dee.Knight@unt.edu](mailto:Dee.Knight@unt.edu) within 24 hours.

**Student Responsibilities**

- Study all course content delivered on Canvas, through videos, readings, and industry research and reports. wikis, discussions.
- Actively participate in wikis and discussions.
- Discover resources to inform their assignments, class participation, and discussions.
- Complete all assignment following assignment guidelines.
- Submit assignments by the due date (late work is not evaluated).
- Communicate with the instructor when they need clarification or assistance.

**Turnitin Notice**

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 projects. Paraphrase resource information rather than using quotations which should be avoided.

**Major Assignments**

Assignment	Points	Total Points
1. Wiki (over 12 weeks)	30 (week)	360
2. Journal – Consumer journey	3 analyses ( 60 each)	180
3. Qualitative Research Project – Laddering Interviews		
b. Develop questions and plan data collection.	20	
c. Conduct 10 laddering interviews	150	
d. Analyze data	60	
e. Results, conclusions, implications	50	
f. Presentation	50	330
Total Possible Points		870

**Course Calendar**

**\*Unless otherwise noted, all assignments are due before 11:59 p.m. of the due date. Late assignments are not evaluated.**

Module	Topic
1	The Science of Consumer Behavior
8/24 – 8/30	Chapter 1 – The Consumer in the marketplace and conducting consumer research
2	Consumer Decision Process
8/31 – 9/7	Chapter 2 – Need recognition, information search, evaluation, purchase, postpurchase behavior
3	Internal Influences on Consumer Behavior
9/7 – 9/13	Chapter 3 – Symbolic consumption, self-image, and personality
9/14 – 9/20	Chapter 4 – Values, lifestyles, psychographics, and relationships
9/21 – 9/27	Chapter 5 – Memory, learning, perception, and cognition
9/28 – 10/4	Chapter - 6 Motivation, emotion, mood, and involvement
10/5 – 10/11	Chapter 7 – Beliefs, emotion, mood, and involvement
4	External Influences on Consumer Behavior

10/12 – 10/18	Chapter 8 – Communication and persuasion
10/19 – 10/25	Chapter 9 – Culture and Cross-Culture
10/26 – 11/1	Chapter 10 – Subcultures and Social Class
11/2 -11/8	Chapter 11 – Reference Groups, Social Identity, Social Networks, and Social Power
11/9 – 11/15	Chapter 12 – Household, Family. Women, Youth, and Children
11/16 -11/22	Chapter 14 – Sociology of Fashion (in the broad sense of what is in demand) and Diffusion Of Technological Innovation
11/23 – 11/25	Chapter 15 – Consumer Behavior, Public Policy, and Society
<i>Happy Thanksgiving - 11/26/2020</i>	
11/30 – 12/4	Research Project Asynchronous Presentations – Peer Reviewed will serve as the final exam.

### Grading

Course grades are earned based on the points earned as a percentage of total possible points.

A = 90% +

B = 80% to 89%

C = 70% to 79%

D = 60% to 69%

F = <60%

## UNT RESOURCES AND POLICIES

### TECHNICAL ASSISTANCE / SUPPORT

#### Access and Log in Information

This course was developed and will be facilitated utilizing the CANVAS Learning Management System. To get started with the course, please go to: <https://unt.instructure.com/login/ldap>

You can access student guides on Canvas at this site. 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:

<https://ams.unt.edu/>

The Canvas Student app has a mobile version of Canvas that helps students stay current with their courses anywhere. Download the Canvas Student app on Android and iOS devices.

For iOS devices, see:

How do I download the Canvas Student app on my iOS device?

<https://community.canvaslms.com/docs/DOC-9831-18561185379>

For Android devices, see: How do I download the Canvas Student app on my Android device?

<https://community.canvaslms.com/docs/DOC-9758-18555199445>

**Student Academic Support Services**

Links to all these services can be found on the Online Student Resources tab within the Canvas Help function.

- Academic Resource Center: Buy textbooks and supplies, access academic catalogs and programs, register for classes, and more.
- Center for Student Rights and Responsibilities: Provides Code of Student Conduct along with other useful links.
- Office of Disability Accommodation: ODA exists to prevent discrimination on the basis of disability and to help students reach a higher level of independence. <https://disability.unt.edu/>
- Counseling and Testing Services: CTS provides counseling services to the UNT community as well as testing services; such as admissions testing, computer-based testing, career testing and other tests. <http://studentaffairs.unt.edu/counseling-and-testing-services>
- UNT Libraries: Online library services <http://www.library.unt.edu/services>
- Online Tutoring: Chat in real time, mark up your paper using drawing tools and edit the text of your paper with the tutor's help.
- The Learning Center Support Programs: Various program links are provided to enhance the student experience. <https://learningcenter.unt.edu/>
- Supplemental Instruction: Program for every student, not just for students that are struggling.
- UNT Writing Lab: Offers free writing tutoring to all UNT students, undergraduate and graduate. <http://writingcenter.unt.edu/>
- Math Tutor Lab: <http://math.unt.edu/mathlab/>
- Succeed at UNT: How to be a successful student information. <https://success.unt.edu/>

The following information is provided to assist you in preparation for the technological aspect of the course.

UIT Help Desk: <http://it.unt.edu/help-desk-resources-students>

Browser requirements: You need a browser that interfaces well with Canvas, such as Microsoft Internet Explorer or Mozilla Firefox. <https://clear.unt.edu/supported-technologies/canvas/requirements>

Word Processor

Creating and submitting files in Microsoft Office, the standard software for this 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](tel:940.565.4323).

### **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

### **Important Notice for F-1 Students taking Distance 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, 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**

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.

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, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565- 2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.