



University of North Texas
College of Merchandising, Hospitality Management
Consumer Theory (CMHT 5440)
100% Online Course
Fall 2023

Course Information

Consumer Theory (CMHT 5440)

Fall 2023: August 29, 2023 – December 15, 2023

100% online course

F-1 International students are required to have an on-campus component if they have more than one 100% online course.

Instructor Contact

Dee K. Knight, Ph.D.

Office Hours: I will arrange a Zoom meeting at a time convenient for you when I am available.

Contact: dee.knight@unt.edu. Put **CMHT 5440** in the Subject Line to identify you as my student.

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 as a result of fundamental changes in consumer behavior.
4. Assess consumer behavior from a theoretical, practical, and technical point of view.

Required Readings: Students are expected to read assigned scholarly articles in lieu of a textbook. Required readings are posted in the related module.

About the Professor

My background includes industry experience as a retail entrepreneur of an apparel and accessories store for many years. My teaching also is informed by my consumer research and experiences not only in the United States, but also Hong Kong, China, Macau, South Korea, India, Mexico, Japan, and Taiwan. Like some 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 about consumer theories and how we can use them to understand consumer behaviors.



Students and I walked the outside rim of the Macau Tower. What motivated this decision by a consumer terrified of heights?

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.

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. 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 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 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 timely feedback on assignments.
- My goal is to respond to student emails sent to dee.knight@unt.edud Subject Line: CMHT 5440 within 24 hours Monday through Friday.

Student Responsibilities

- Students are expected to study required readings aligned with each module before completing the module.
- Students are expected to log in a few times a week to access new posts, resources, and timely information.
- Students are expected to read the materials.
- Students are expected to submit assignments on time.

Netiquette (Internet Etiquette)

- Follow the golden rule of treating others as you wish to be treated.
- Ethical standards of behavior in our online class is expected just as it is in a campus classroom.
- In discussions, be respectful of the opinions and perspectives of others even when they differ from yours.
- 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 high similarity score may indicate a high percentage of quotes, an indication of “cutting and pasting” or relying on the work submitted by another student at this university or others. High similarity scores may result in grade reduction. Paraphrase information you include to indicate your understanding and avoid using quotations.

Class Participation

- Students are required to login often to the course site, and the instructor uses the tracking feature in Canvas to monitor student activity.
- In the event of illness that prevents you from meeting course deadlines, please send an email to dee.knight@unt.edu with medical documentation for verification before approval.

Course Assessments

See Detailed Course Calendar for Details

Course Assessments			
Assignment	Number	Points	Total
Let's Get Acquainted	-	10	10
Module Discussions	4	25	100
Reports (Internal and External)	2	50	100
Individual Research Study			
Research Project		25	395
Total Course Points			605

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%

A grade of Incomplete

Incompletes are given only in accordance with UNT policy. <http://registrar.unt.edu/grades/incompletes>

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 all students.
- 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.

STUDENT TECHNICAL SUPPORT

The University of North Texas **UIT Student Helpdesk** provides student technical support in the use of Canvas and supported resources. The student help desk may be reached at:

Email: helpdesk@unt.edu

Phone: 940.565-2324

In Person: Sage Hall, Room 130

Hours are:

- Monday-Thursday 8am-midnight • Friday 8am-8pm
- Saturday 9am-5pm
- Sunday 8am-midnight

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.

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 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 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->

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) to get clarification before the one-week deadline.