

MDSE 3750.501: Consumer Studies- Frisco [Wed 1:00-3:50, Frisco 104]

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Course website (BB): <https://learn.unt.edu>
Office hours: Wednesday 11am-1pm at Frisco Campus. Please email to set an appointment in other times or on main campus.

COURSE DESCRIPTION

Exploration of motivations influencing consumer purchase and use of products and services. A comprehensive theoretical and practical knowledge base is used to investigate various individual and environmental factors as they relate to the consumer purchase process and its outcomes.

OBJECTIVES

1. Understand the dynamics of consumer behavior
2. Analyze the complexities of the consumer decision making process
3. Identify and evaluate the individual and environmental influences on consumer behavior
4. Apply consumer behavior knowledge to developing effective marketing strategies

CLASS FORMAT

This course follows a blended format. Readings, quizzes and exam will happen online. Collaborative projects, discussions and application will happen in class.

This course requires extensive research, reflection, integration and application of theories. Therefore, this course will be a combination of readings, case analysis, projects and discussions.

READINGS

Required Textbook:

Babin, B.J., and Harris, E.G. (2017). *Consumer Behavior 8th Edition*. Boston, MA: Cengage Learning

Modules and other readings: posted on BlackBoard

Assignments	Points
1. Quizzes: Quiz will be given online after reading the textbook and online module	20 pts each
2. Small projects: Assigned throughout the class. Formats vary- case studies, research, reading, presentation, etc.	30 pts each
3. Consumer Research project: Throughout the semester, team of students will complete a research project that focuses on consumer behavior.	320 pts
4. Required event: Select 2 Cotton Sustainability Lecture series #1: TBA Cotton Sustainability Lecture series #2: TBA Consumer Experience Symposium: 4/19 10:00am-12:00pm	20 pts each
Extra Credit Extra credit opportunities will be announced in class.	

COURSE POLICIES

Grades:

Grades are not curved. Grades will not be rounded. The points you earned will determine the grade you deserve. The final semester grade will be determined as follows

Grading Scale

A	=	90	-	100%
B	=	80	-	89%
C	=	70	-	79%
D	=	60	-	69%
F	=	Below		60%

Sending e-mail:

When sending e-mails, be sure to put “MDSE 3750” in the Subject line. You will get replied within 24 hours with very few exceptional cases (going for a conference, etc.). In these cases, the instructor will notify you beforehand.

Assignment Due Dates & Guidelines:

All assignments due date/time is specified in the assignment guideline. Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled exam time/ or assignment due date; 2) the circumstances are extenuating; and 3) the student presents proof of the circumstances.

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SPOT to be an important part of your participation in this class.

GENERAL REQUIREMENT FOR ASSIGNMENTS

READ CAREFULLY as points will be taken off if not followed

1. Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
2. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let’s try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely).
3. Remember to **cite your sources** of information and to provide the references.
4. **Avoid using Wikipedia** as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.
5. **Quotation:** use quotation when it is absolutely necessary to use the exact words of the original source (e.g. definition). Otherwise, paraphrase.

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

Wk	Date	Topic	Ch.	
1	1/17	What is CB and Why Should I Care?		Research guideline
2	1/24	Online Module 1: CB Intro and CB framework	1,2	
3	1/31	CB Research Question		
4	2/7	Online Module 2: Internal influences I	3,4	Research question paper due 2/11 (Sun) 11:59pm
5	2/14	CB Research Method		Present research question and significance
6	2/21	Online Module 3: Internal influences II	5,6, 7	
7	2/28	Online Module 3: Internal influences II-continued	5,6,7	Research method paper due 3/4 (Sun) 11:59pm
8	3/7	CB Research method		Present Research Method
	3/14	Spring Break (No Class)		
9	3/21	Online Module 4: External influences	8,9,10	
10	3/28	CB Data collection		Present Data Collection Part 1
11	4/4	Online Module 5: Situations and Decision making	11,12,13	
12	4/11	Online Module 5: Situations and Decision making - continued	11,12,13	
13	4/18	CB Data collection		Present Data Collection Part 2
14	4/25	Module 6: Situations and Decision making	14,15,16	
15	5/1	Module 6: Situations and Decision making - continued	14,15,16	Final Paper Due 5/5 (Sun)
16	5/8	Final presentation		