

Welcome Message

Welcome to CMHT 3950 Creating Consumer Experiences! I look forward to working with each of you throughout the semester. You are starting a journey of discovery that will build understanding, skills and creativity as you develop strategies for optimal consumer experiences. We will examine the dynamic transformation of local, national and global marketplaces as companies seek to meet the expectations for engagement and experiences of 21st century empowered consumers. You will apply conceptual frameworks to understanding "how" and "why" consumers are affecting unprecedented change that is driving the consumer experience phenomenon.

Course Description and Expectations

Prerequisites

- No current prerequisites or restrictions.
- Not recommended for first-year freshmen.

Course Delivery Method

100 % online

Course Description

Creating Consumer Experiences explores how retail merchandising, hospitality, and tourism as well as other 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 is no mandatory on-campus meeting time. All work will be completed in online.

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 in the CMHT 3950 portal. Completed modules will remain open for the duration of the semester.

Content, Readings & Videos

CMHT 3950 has no assigned textbook. Course content is embedded in each module. Content is available directly within each module and through readings and videos accessed by links within the module.

You are expected to read all content and each article in its entirety unless within the module it specifies only certain pages are required reading. These assigned readings will help you understand the concepts covered in the course. The concepts will be assessed by examination.

Academic Dishonesty

Evidence of academic dishonesty in CMHT 3950 will be addressed according to the policies, processes and penalties that are explained in the [UNT Student Handbook](#). This will apply to all assessments of tests and research projects. A full description of what academic dishonesty means and includes is described in the CMHT policies section at the end of this Syllabus. Your research work must be uploaded into Turnitin before it will be graded.

Expectations of Student Work

- All work is due by the assigned deadline.
- While late work is accepted, the total possible points you can earn is reduced by 10% for each [calendar day late](#).
- Any exception to late work requires a university acceptable reason and instructor approval..
- Your work is to be your original thought. You will be citing supporting documents in your own work.
- You will use industry and academic sources to gain insights and content as required for projects.
- All citations and references are to use APA Style for all citations in your work that is not original thought.

Assignments, Exams and Grading

Graded Assignments

Forum Discussions		
Forum Discussion	Topic	Points
1	Consumer Expectation	25
2	Consumer Engagement	25

<div>Micro - Research Studies</div> <div>Applied Research in the Path to Purchase</div>								
Level of Consumer Involvement	Measured Concepts	Situational Context	Sample	Types of Data	Methodology	Analysis	Focused Strategies	Points
1 Expectation	Satisfaction Loyalty	The Brand Experience (Product or Service)	Homogeneous Consumer Panel	Quantitative Qualitative	Open-ended questions CSAT NPS	Content Analysis SWOT CSAT NPS	Improving Satisfaction, Loyalty, and Conversion	50
2 Experience Total Path to Purchase	3 Stages of Involvement Pre-Purchase Purchase Post-Purchase	end - to - end experience	Consumer Sample	Quantitative Qualitative	Interview	CSAT Difference Scores Consumer Insights	Improving Consumer Involvement Across the Total Path to Purchase	50

Exams	
<ul style="list-style-type: none"> The lowest exam grade among the first four exams will be dropped and not used in the calculation of final grade. Exam 5 must be completed by all students. It is the final exam and covers Module 5 plus main course concepts. 	
Modules	Points
Module 1 - Experiential Strategies	100
Module 2 - Consumption Strategies	100
Module 3 - Thematic Strategies	100
Module 4 - Brand Strategies	100
Module 5 - Global Strategies	100
TOTAL EXAM POINTS	400

Required Event		
Leading Through COVID-19		
Question Submission		10 Points

Course Grades	
Letter Grade	Percentages
A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69%
F	59% and below

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

Schedule

Week	Date	Module/Assignment
1	6/1 (Mon)	Start Reading Module 1
	6/4 (Thurs)	Required Event @ 1:30pm- Leading Through COVID-19 https://cmht.unt.edu/leading-through-covid-19-webinar
	6/5 (Fri)	Exam 1 due at 11:59pm
2	6/8 (Mon)	Start Reading Module 2
	6/10 (Wed)	Micro Research #1 due at 11:59pm
	6/12 (Fri)	Exam 2 due at 11:59pm
3	6/15 (Mon)	Start Reading Module 3 #1 Forum discussion opens
	6/17 (Wed)	#1 Forum discussion assignment due at 11:59pm #1 Forum discussion post due at 11:59pm
	6/19 (Fri)	#1 Forum discussion response due 11:59pm Exam 3 due at 11:59pm
4	6/22 (Mon)	Start Reading Module 4 #2 Forum discussion opens
	6/24 (Wed)	#2 Forum discussion assignment due at 11:59pm #2 Forum discussion post due at 11:59pm
	6/26 (Fri)	#2 Forum discussion response due 11:59pm Exam 4 due at 11:59pm