



DEPARTMENT OF MERCHANDISING
& DIGITAL RETAILING
College of Merchandising,
Hospitality & Tourism

CMHT 3950 – Creating Consumer Experiences
Fall 2020

This is a 100% Online Course. There are no on-campus meetings.
All work is completed online through UNT Canvas.

COURSE DESCRIPTION (3 credit hours):

Creating Consumer Experiences explores how retail, hospitality, 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.

COURSE OBJECTIVES

The learning objectives of this course allow students to gain a better understanding of the consumer experience in the dynamic path to purchase. After taking the class, students will be able to:

- Identify key concepts associated with consumer expectations, engagements and experiences. Bloom's Level 1, Remember
- Explain consumer empowerment. Bloom's Level 2, Understand
- Identify how the consumer experience is transforming consumer products and service industries. Bloom's Level 3, Apply
- Examine how social, economic and environmental situations influence consumer expectations, engagement and experiences. Bloom's Level 4, Analyze
- Identify how consumer involvement is influenced by value orientations, utilitarian needs, hedonic wants and efficiencies of time, energy and resources. Bloom's Level 5, Evaluate
- Select product and service attributes that drive satisfaction and create loyalty in the consumer journey. Bloom's Level 5, Evaluate
- Create strategies that meet consumer expectations, extend engagements and offer exceptional experiences that will drive profit. Bloom's Level 6, Create

INSTRUCTOR: Ms. Linda Mihalick, M.S.
OFFICE: Chilton 330G
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EMAIL: linda.mihalick@unt.edu Please use your Eagle Mail account when contacting me, not the Canvas message system. When sending an email, please use the subject line: **CMHT 3950 Student – Fall 2020** to identify yourself and the course.

CANVAS: Students must know their EUID and password to access the course on Canvas. Do not try to manage the course through smartphone.
<https://unt/instructure.com/login/ldap>

OFFICE: M, W: 11:00 am – 1:00 pm or by appointment
HOURS: During typical semesters, we meet in my office in person. However, during this semester we will meet via Zoom. I will be available regularly during these times, **email** and I will set up a private Zoom link. I can meet during other times if these do not work for your schedule, just email to co-ordinate.

CONTENT, READINGS & VIDEOS There is no assigned textbook. The course reading content is embedded in each module to access the module content. Additional assigned readings and/or videos are accessed by links within each 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. You will apply the concepts and strategies in your assignments and in the exams.

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

COURSE REQUIREMENTS AND GENERAL INFORMATION

This is a **100% online course**. All class work is done in Canvas in the CMHT 3950 portal. Completed modules will remain open for the duration of the semester.

INSTRUCTOR COMMITMENT AND EXPECTATIONS

I have a teaching philosophy based on mutual respect. I set high expectations for you and myself and I believe every student has the ability to meet the standard. You will find I am committed to your success and will respond promptly to emails and offer clear instructions to guide your learning. For your part, I expect that you stay organized, keep up with the course materials and due dates, turn assignments in on time and of the best quality possible, engage in the learning process, always conduct yourself professionally and be kind and patient to everyone in our class.

ASSIGNMENT GUIDELINES:

- All work is due by the assigned deadline.
 - The Canvas assignment link closes at the published deadline. After the link closes, the assignment will be considered a late assignment and *will be penalized 10% for each day after*.
 - Assignments will not be accepted after 3 days beyond the original due date, resulting in a "0".
 - 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.
 - Please use APA for all assignments. Quotes should be paraphrased in your words, not directly copied from the reference. You cannot quote the content of an entire paragraph from the same article, no matter how good it is. Sources should be authoritative industry or scholarly. Wikipedia is not an acceptable source. A good resource for APA standards is owl.english.purdue.edu/owl/
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GRADES

- **Forum Discussion 1: Consumer Frictions & Gaps in the Path to Purchase (25 pts):** Students will describe a personal situation in which they were in the process of making a purchase but abandoned due to friction or a gap. They will then examine other student experiences and actively comment in a discussion forum.
- **Forum Discussion 2: The Hierarchy of Effect Strategies (25 pts):** Students will describe a situation where their consumer product or service behavior has been required to change due to circumstances. They will then examine other student experiences and actively comment in a discussion forum.
- **Micro-Research Assignment 1: Consumer Engagement (50 Pts):** Students will act as a secret shopper in order to gather data that measures the quality of service in the chosen, providing a dynamic perspective of what the consumer would encounter if they were a customer of the store/restaurant/venue at a specific point in time.
- **Case Study Assignment 2: Consumer Experience (50 Points)** – Students will examine a retail/restaurant/hospitality company, critically analyzing if the brand's consumer experience and messaging is consistent in all channels and provide strategies for improvement.
- **Micro-Research Assignment 3: Path to Purchase (50 points):** Students will complete a structured consumer interview gathering data about a recent purchase experience, examining if expectations, needs and satisfaction metrics were met and then will provide a strategy for improvement.

Exams (400 points): This course has 5 exams; one for each of the five modules.

- All are open book, timed – 60 minutes.
- You have the opportunity to take each exam 2 times.
- The highest score of the 2 attempts is the one that will be counted.
- Your lowest exam grade on the **first four exams** will be dropped and not calculated into the final grade. Exam 5, the final, will not be dropped.
- If you miss any of the Exams 1, 2, 3 or 4, it will be counted as the dropped exam; unless you are approved to make up the missed exam.
- **Exam 5 is your FINAL EXAM.** It will not be dropped. All students are required to take.
- If you **miss the Final Exam it will be counted as 0 score and averaged with your other 3 exams.** Exam 5 covers Module 5 and the main CX concepts discussed in the 5 modules.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

Assignments (33.3 % 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	Micro-Research Assignment 1 - Consumer Engagement	50
4	Case Study Assignment 2 – Consumer Experience	50
5	Micro-Research Assignment 3 – Path to Purchase	50
Total Possible Assignment Points		200
Exams (66.7 % of Grade) The 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 - FINAL EXAM	100
Total Possible Exam Points		400
Optional Extra Credit	1. Complete and submit Syllabus Quiz (0 - 5 points) Due September 1, 2020 2. Complete and submit Empowered Consumer Personal Insights (0 – 8 points) Due November 10, 2020 3. Each exam has 2 extra credit questions worth 2 points each. Your final grade will include 4 exams. Total possible 16 (4 x 2 = 16 points)	MAX 29 possible points
Total Possible Points in Course (extra credit added to actual points earned)		600

Course Grades¹

Letter Grades	Percentages	Required Points
A	90 – 100	540 – 600
B	80 – 89	480 – 539
C	70 – 79	420 – 479
D	60 – 69%	360 – 419
F	59% and below	359 and below

¹ All extra credit points are added to the final total points earned and are used in calculating your final grade.