

Description: Exploration of motivations influencing consumer purchase and use of apparel and home furnishing products. 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 in relation to the apparel and home furnishings industries.
2. Analyze the complexities of the consumer decision making process in the acquisition and disposal of apparel and home furnishings products.
3. Identify and evaluate the individual and environmental influences on consumer behavior as it relates to apparel and home furnishings products.
4. Apply consumer behavior knowledge to developing effective marketing strategies for the apparel and home furnishings industries.

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Office: Chilton 342F

Office Hours: Tuesday 2-3pm, Wednesday 10-11am, or by appointment

Optional Text: Babin, B.J., and Harris, E.G. (2017). *Consumer Behavior* 9th Edition. Boston, MA: Cengage Learning

Enrollment Reminder:

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through the 12th class day to make sure you have not been dropped for non-payment. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. **Students cannot be reinstated for any reason after the 12th class day regardless of the situation.** It is the student's responsibility to ensure all payments have been made.

Online Modules:

1. This class is given 100% online via modules on Canvas. The content is divided across four units or modules that will be released at different times in the semester. Students should be reading and completing modules and assignments in a timely manner to be well prepared for exams.
2. Any questions about content in the modules can be posted to the Q&A form in the Discussion Board.

Assignments:

1. All assignments will be submitted online via Canvas. Since assignment rubrics are online, assignments will not be accepted via email. **Students should always take the time to ensure that their assignment is uploaded correctly.** If you are having trouble uploading your assignment, you must contact CLEAR using the information provided on Canvas. **Each student is responsible for ensuring that 1) their file is uploaded correctly, 2) their file is compatible with the system, and 3) their file is within file size restrictions.**

2. Assignment due dates will be available on the course calendar. Late assignments are subject to a 10% deduction per calendar day, for up to 3 calendar days after the due date. Assignments submitted more than 3 calendar days late will no longer be accepted for credit. There are no exceptions, including assignments that were not uploaded correctly to Canvas, as it is ultimately the student's responsibility to ensure that submissions are completed successfully. Students are encouraged to view their assignment after submitting to confirm that it was uploaded correctly and successfully.
 3. Any team assignment requires only one student in the team to upload the assignment to Canvas.
 4. Students have one week from the date assignment grades are released to follow up on grades. After one week, assignment grades stand, and appeals will not be considered.
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AI Policy:

1. Undisclosed AI use is academic misconduct. Submitting work that uses generative AI without required disclosure and documentation misrepresents authorship and the learning process. Generative AI should support learning and not replace your thinking.
 2. Instructor review may include process checks. Instructors may review your work for alignment with course/assignment AI guidelines and may request a brief explanation of your process (e.g., prompts used, drafts, or a short reflection) when questions arise.
 3. Consequences are instructor and assignment dependent. Each instructor will state consequences in the syllabus. Outcomes may range from feedback/revision to grade penalties and/or university academic integrity reporting, depending on severity. No student will receive an automatic penalty based solely on an AI-detection "flag."
 4. Course policies may vary, but disclosure is always expected. Read your syllabus and assignment directions.
 - a. If AI use is permitted, you must include an AI Disclosure Statement (and cite the tool per instructor guidance/APA when applicable).
 - b. AI is not a scholarly source. Do not use AI-generated references/citations. You are responsible for verifying accuracy, checking for hallucinations, bias, and oversimplified or generic content.
 5. Privacy and data protection. Do not enter or upload personally identifying, confidential, or sensitive information into generative AI systems.
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Exams:

1. Exams will be given online on the scheduled dates. The time allotted for each exam varies and will be posted in Canvas when the exam opens.
 2. Exams will be a set of questions randomized from a larger test bank of questions. The exam is timed, and students are expected to be prepared to complete the exam without the aid of materials such as textbooks, notes, the Internet, or other students. Lockdown browser will be required for all exams.
 3. All makeup exams are given on an assigned date during pre-finals week. Students can only take one makeup exam. Makeup exams are for students who missed an exam, not to improve an exam grade.
 4. The final exam will be administered online on the designated date and time listed on the course calendar. **Final exams will not be given early. If a student misses a final exam, the exam will not be reopened.**
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Assessment:

1. **Content Applications (20 pts each, 60 pts total).** There will be a total of four Content Applications, and each student can drop one grade. The Content Applications will pose a question related to the module content. Students will be expected to type responses to a textbox, and occasionally you may have to upload a file to the assignment drop box.
 2. **Gauge Your Learning Quizzes (15 pts each, 45 pts total).** There will be a total of four Gauge Your Learning quizzes, and each student can drop one grade. Gauge Your Learning quizzes are designed to review unit content and include questions that differ from those on the exams.
 3. **Exams (400 pts total).** Exams will assess the students' experience with the reading material and familiarity with the course material. Exams are worth 100 points. The final exam is not cumulative.
 4. **Brand and Consumer Behavior Write-Ups (180 pts total).** Students will complete a series of written assignments applying course concepts to a selected brand. The assignments will be due at different points throughout the semester. Students may complete the assignments individually or with one other student.
 5. Additional assignments may be added as deemed necessary to meet the course objectives.
 6. The final semester grade will be determined as follows: A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%.
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