

**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.

**Instructor:** Marissa S. Zorola, M.S.

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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* 9<sup>th</sup> 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 12<sup>th</sup> 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 12<sup>th</sup> 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 downgraded by 30%. After one calendar day (24 hours) assignments are no longer accepted for credit. There will be no exceptions. This includes assignments that were not uploaded correctly to Canvas, as it is ultimately the student's responsibility to make sure submissions were successful. Students are encouraged to view their assignment after submission.
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. Submitting an assignment that uses Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own thought and effort. Instructors will monitor AI use and will check student work for ethical use according to their policies.
2. Every instructor has consequences stated for plagiarism in their policies. A range of disciplinary actions may result from any finding of academic dishonesty (for example, admonition, class failure, expulsion) depending upon the severity of the misconduct. In this course, the policy is that students will receive a grade of 0 for assignments found to be completed using AI, and plagiarism will be reported to the UNT Academic Integrity Officer.
3. Policies may differ between instructors and courses. Read the syllabus and course policies, especially for the consequences. If you are allowed by your instructor to use any Generative AI in a course, you must disclose and cite its use by including citations in APA style. If you are allowed by your instructor to use any Generative AI in a course, you must also carefully check for errors. AI often suffers from "hallucinations" or fictitious information, being wrong, and oversimplified, low quality, or generic results. It also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
4. To protect student data privacy, students are prohibited from the submission of personally identifying information to 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 based on the number of questions per exam.
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. Final exams will be administered online and on the designated date and time during the final week of each long semester. Please check the course calendar early in the semester to avoid any schedule conflicts. **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. **Chapter Applications and Gauge Your Learning Quizzes (30 pts each, 120 pts total).** Each of the four modules will have both a *Chapter Application* and *Gauge Your Learning Quiz* to choose from. Students can complete either one for credit, or students can complete both and keep the higher of the two grades. The Chapter Applications will pose a question related to the unit 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. Gauge Your Learning Quizzes are quizzes with questions that are different from the exam questions but related to the unit module content. There are 20 questions in each quiz, the quiz is timed, and the quiz can only be taken once. If you choose to complete both the Chapter Application and the Gauge Your Learning Quiz for each module, you will keep only the higher of the two grades for each of the four modules. It is recommended that you attempt the Gauge Your Learning Quiz first because the Canvas system provides instant feedback and grades, and you can then decide if you need to complete the Chapter Application to improve your grade. Since Chapter Applications are graded manually by me, it takes longer to get those assessed and graded.

2. **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.
3. **Brand and Consumer Behavior Write-Ups (207 pts total).** Application of course concepts to a specific brand. This is a series of assignments due at different points in the semester and students can opt to work on this individually or with one other student.
4. Additional assignments may be added as deemed necessary to meet the course objectives.
5. 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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Course Summary:

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Date	Details
<b>Tue Jan 20, 2026</b>	Quiz <a href="#">Start Here and Syllabus Quiz</a>
<b>Wed Jan 21, 2026</b>	Quiz <a href="#">Gauge Your Learning Quiz - Unit 1 Module</a>
<b>Fri Jan 23, 2026</b>	Assignment <a href="#">Consumer Buying Behavior Across Brands - Selection of Brand</a>
<b>Mon Jan 26, 2026</b>	Assignment <a href="#">Content Application - Unit 1</a>
<b>Sat Jan 31, 2026</b>	Quiz <a href="#">Exam 1- Requires Respondus LockDown Browser</a>
<b>Thu Feb 5, 2026</b>	Assignment <a href="#">Consumer Buying Behavior Across Brands - Brand Intro and Target Market</a>
<b>Tue Feb 17, 2026</b>	Assignment <a href="#">Consumer Buying Behavior Across Brands - The Search for Value</a>

## Course Summary

Date	Details
<b>Wed Feb 18, 2026</b>	Quiz <a href="#">Gauge Your Learning - Unit 2 Module</a>
<b>Mon Feb 23, 2026</b>	Assignment <a href="#">Content Application - Unit 2</a>
<b>Sat Feb 28, 2026</b>	Quiz <a href="#">Exam 2- Requires Respondus LockDown Browser</a>
<b>Tue Mar 24, 2026</b>	Assignment <a href="#">Consumer Buying Behavior Across Brands - Internal Influences</a>
<b>Wed Mar 25, 2026</b>	Quiz <a href="#">Gauge Your Learning - Unit 3 Module</a>
<b>Mon Mar 30, 2026</b>	Assignment <a href="#">Content Application - Unit 3</a>
<b>Sat Apr 4, 2026</b>	Quiz <a href="#">Exam 3- Requires Respondus LockDown Browser</a>
<b>Tue Apr 21, 2026</b>	Assignment <a href="#">Consumer Buying Behavior Across Brands - External Influences</a>
<b>Wed Apr 22, 2026</b>	Quiz <a href="#">Gauge Your Learning - Unit 4 Module</a>
	Assignment <a href="#">Content Application - Unit 4</a>
<b>Mon Apr 27, 2026</b>	Assignment <a href="#">EXTRA CREDIT: Brand Persona Visual (up to 10 extra credit points)</a>
<b>Thu May 7, 2026</b>	Quiz <a href="#">Exam 4- Requires Respondus LockDown Browser</a>
	Quiz <a href="#">Cengage Terms of Use</a>