CMHT 3950 Creating Consumer Experiences
Course Syllabus – Spring 2026
Online Canvas Course

UNT EST. 1890 | DEPARTMENT OF MERCHANDISING & DIGITAL RETAILING, College of Merchandising, Hospitality & Tourism

Description: Exploration of the dynamic merging of retail merchandising, hospitality, and entertainment industries to create total consumer experiences. Topics include creating consumer experiences through product consumption, consumer experience through the five senses, consumer experience from social interaction, and consumer experience through technology.

Objectives: By the end of the course students will identify current and predicted consumer and retail trends and have an understanding of how consumer expectations drive experiential retail strategies. The goal, through assigned activities and readings, is to generate excitement in discovering business venues whose differentiation from competitors, success, and competitive advantage is achieved by creating total consumer experiences.

Learning Objectives	Bloom's taxonomy
Analyze different forms of consumer experiences due to unique consumer motivations and individual difference variables.	Analyze
Measure different individual difference variables (e.g., hedonism, utilitarianism, cosmopolitanism, ethnocentrism) to understand consumer experience.	Analyze, evaluate
Evaluate trending merchandising strategies for creating enhanced consumer experiences.	Evaluate
Apply different social psychological theories and concepts to analyze and predict consumer responses.	Apply
Examine consumer experience as a function of social interaction.	Understand, analyze
Evaluate strategies for enhancing consumer experience through the five senses.	Evaluate
Analyze the role of technology and artificial intelligence in creating consumer experience.	Analyze, understand
Develop marketing strategies for enhanced consumer experience.	Create
Develop a functional prototype of an artificially intelligent personal assistant for a specific brand and task.	Create
Collect qualitative data to better understand and demonstrate the role of consumer empathy in brands/companies.	Create

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

Online Modules:

This is a sixteen-week asynchronous online course, meaning that there will be no specific meeting times for the lectures. The lectures and all the relevant course materials will be published on Canvas every week

for each of the modules. Please refer to the schedule in the syllabus regularly and frequently to keep a track on what will be covered in each week and the deadlines for the required assignments. There will be sixteen modules in the semester—one module for introducing the course, ten modules covering different topics and case studies, two modules for the mid-term, and the last two modules for end-term.

Required/Recommended Materials:

1. There is no required textbook for this course. All the required materials will be posted on Canvas. The recommended references will be provided in the PowerPoint presentations for each of the lectures.
2. All students **MUST** enroll in the **IBM cognitive class**: **Build Your Own Chatbot** (free) to learn how to build chatbots. At the end of successful completion of the IBM course, students will receive a certificate from IBM stating they have completed the course. Enroll here: **IBM cognitive class**
3. This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at **Learn Anywhere**.
4. Students are highly encouraged and expected to sign-up for the **NRF (National Retail Federation) Smartbrief newsletters** to stay updated on the retailing trends. This will be particularly beneficial for the Mid-term and End-Term projects.

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.

Quizzes:

1. Quizzes will be given online on the scheduled dates. Ther will be both Module Quizzes and Case Study Quizzes.
2. **Module Quizzes -** In Weeks 2, 4, 6, 10, and 14, you will be introduced to some new topics, concepts, and theories related to consumer experience. After watching the lecture videos and going through the related PowerPoint presentations (posted on Canvas under the respective modules), take the corresponding quizzes (e.g., Quiz 1 in Week 2, Quiz 2 in Week 4, Quiz 3 in Week 6, Quiz 4 in Week 10, and Quiz 5 in Week 14). The questions will be directly related to the topics, concepts, and theories that are covered in the lecture videos and the PowerPoint presentations. There will be multiple choice questions, fill in the blanks, and true/false questions. In total, there will be 20

questions in each of the quizzes. Each quiz will have a time limit of 120 minutes. Students with ODA accommodations on file for extra time will have their time extended accordingly. You will have two attempts and you can keep the higher of the two grades.

3. **Case Study Quizzes** - In Weeks 3, 5, 7, 11, and 15, you will be introduced to some case studies related to the topics, concepts, and theories covered in the previous week (when the module was introduced). After watching the case study videos and going through the related PowerPoint presentations (posted on Canvas under the respective modules), take the corresponding Case Study Quizzes (e.g., Case Study Quiz 1 in Week 3, Case Study Quiz 2 in Week 5, Case Study Quiz 3 in Week 7, Case Study Quiz 4 in Week 11, and Case Study Quiz 5 in Week 15). The case studies are given primarily in the form of videos. Therefore, make sure that you watch all the case study videos and their explanations in the Case Study lecture videos before taking the quizzes. There will be multiple choice questions, fill in the blanks, and true/false questions. In total, there will be 16 questions in each of the quizzes. 1-2 questions will be based on imaginary situations where you need to apply your understanding to answer the questions. Each quiz will have a time limit of 150 minutes. Students with ODA accommodations on file for extra time will have their time extended accordingly. You will have two attempts and you can keep the higher of the two grades.

Assessment:

Assignments	Point Total and Percentages to Final Score
Syllabus Quiz (1)	50 (5%)
Team Project Sign-Up (1) and IBM course sign-up	50 (5%)
Module Quizzes (5)	20 x 5 (10%)
Case Study Quizzes (5)	20 x 5 (10%)
IBM Module Grades (7)	20 x 7 (14%)
IBM Final Exam (1)	100 (10%)
IBM Course Completion Certificate (1)	50 (5%)
Mid-Term Project First Draft (1)	50 (5%)
Mid-Term Project Final Draft (1)	120 (10%)
End-Term Project First Draft (1)	50 (5%)
End-Term Project Final Draft (1)	240 (10%)
Total	**1000**

1. Additional assignments may be added as deemed necessary to meet the course objectives.
2. The final semester grade will be determined as follows: A = 90=100%, B = 80-89%, C = 70-79%, D = 60-69%, F = below 60%.

Academic Integrity Policy:

Academic dishonesty is strictly not tolerated. If any instance of academic dishonesty is found, there will be severe consequences, including but not limited to receiving an F grade in the course. Examples of academic dishonesty include, but are not limited to, copying from others' work, copying from own work (self-plagiarism), etc. Additional information on **academic dishonesty** should be understood to make sure you are not intentionally or unintentionally engaging in such activities.

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.

How To Succeed in This Course:

Because this is an asynchronous online course, your success depends on staying organized and engaged. Please ensure you have reliable technology and internet access, and check Canvas frequently for announcements, updates, and deadlines. All assignments and quizzes must be submitted by the due dates; late work is accepted up to 24 hours with a 30% penalty, after which it will not be accepted. Always consult the course calendar and assignment pages for the most current information. Any change in the assignment deadlines will be updated on the assignment itself and shared via Announcement.

Watch all lecture and case study videos, review the slides, and fully understand the material before completing quizzes. Communicate proactively and professionally with your team members to ensure high-quality, on-time completion of team assignments, and reach out to me via Canvas or email if you have questions or concerns.

You are expected to help foster a respectful, collaborative learning environment by actively participating in weekly discussions and within your teams. Thoughtful questions, responses, and engagement with classmates may earn bonus points, which can help buffer your final grade.

Please note that the Mid-Term and End-Term Projects carry significant weight in your final grade. Poor performance on these assignments can substantially impact your course outcome, regardless of performance elsewhere. Plan ahead, put forth your best effort, and meet all deadlines. Grade change requests due to team conflicts or missed deadlines will not be considered.

Course Summary:

Course Summary

Date	Details
	Assignment Enroll in IBM: Build Your Own Chatbot
Fri Jan 16, 2026	Assignment Introduce Yourself
	Quiz Syllabus Quiz
	Assignment IBM Course Module 1 grade
	Quiz Quiz 1
Fri Jan 23, 2026	Page Team Project Sign-Ups
	Discussion Topic Week 2 Discussion: Introduction to Module 1 Creating Consumer Experiences t
	Quiz Case Study Quiz 1
Fri Jan 30, 2026	Assignment IBM Course Module 2 grade
	Assignment IBM Course Module 3 grade
Fri Feb 6, 2026	Quiz Quiz 2
	Discussion Topic Week 4 Discussion: Introduction to Module 2 Creating Consumer Experiences t
Fri Feb 13, 2026	Quiz Case Study Quiz 2

Course Summary

Date	Details
	Assignment IBM Course Module 4 grade
Fri Feb 20, 2026	Assignment IBM Course Module 5 grade
	Quiz Quiz 3
	Discussion Topic Week 6 Discussion: Introduction to Module 3 Creating Consumer Experiences t
Fri Feb 27, 2026	Quiz Case Study Quiz 3
	Assignment IBM Course Module 6 grade
Fri Mar 6, 2026	Assignment IBM Course Module 7 grade
	Assignment Mid-Term Project First Draft
Fri Mar 20, 2026	Assignment IBM Course Completion Certificate
	Assignment IBM Course Final Exam Grade
	Assignment Mid-Term Project Final Version
Fri Mar 27, 2026	Quiz Quiz 4
	Discussion Topic Week 10 Discussion: Introduction to Module 4 Creating Consumer Experiences
Fri Apr 3, 2026	Quiz Case Study Quiz 4

Course Summary

Date	Details
Fri Apr 10, 2026	Assignment End-Term Project First Version
Fri Apr 17, 2026	Quiz Quiz 5
	Discussion Topic Week 13 Discussion: Introduction to Module 5 Creating Consumer Experiences
Fri Apr 24, 2026	Quiz Case Study Quiz 5
Fri May 1, 2026	Assignment End-Term Project Final Version