University of North Texas  
College of Merchandising, Hospitality & Tourism  
MDSE 3750.001 Consumer Studies  
Course Syllabus – Summer SWK1 2018  
M-TH 8-9:50am, BLB 050

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

**Office:** Chilton 355C

**Phone:** (940) 369-7832 (office) or (940) 565-2436 (main office)

**E-mail:** mzorola@unt.edu

**Office Hours:** By appointment only


**Enrollment Reminder:**
It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through June 7th 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.

**Attendance:**
1. Attendance is required and taken every class period via a roll sheet. If you forget to sign the roll sheet you will have to take the absence. Sign the roll sheet only for yourself and sign only if you attend at least half the class session.
2. You are responsible for attending each class meeting and securing your own lecture notes from another student if you miss class.
3. University attendance regulations are enforced. See the **UNT Undergraduate Catalog** for policy information. **Please note: After 5 class absences, students will be asked to drop the course for non-attendance.** Dropping the course will be the student’s responsibility, not the instructor’s.

**Exams:**
1. Exams will be given online on the scheduled date listed in the course calendar. The time allotted for each exam will vary based on the number of questions per exam. There will be a 3-hour window to access the exam, 7-10am.
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 text book or notes.
3. Makeup exams must be completed within 24 hours of missing the exam. 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 on Friday, July 6th. **Final exams will not be given early.**

**Blackboard:**

1. MDSE 3750 is online and accessible through Blackboard. You are encouraged to log on regularly for class announcements and updates regarding class, grades, assignments, and other events. Logging on will not make up for lack of class participation, non-attendance, or low averages.

2. Each student must know his/her EUID and password. The login page for Blackboard is [http://ecampus.unt.edu](http://ecampus.unt.edu). If you have technological issues, please refer to [http://ecampus.unt.edu](http://ecampus.unt.edu). If you have pages missing or items are not retrievable, please contact the instructor.

**Assignments:**

1. An in-class activity will be completed almost every lecture day during the summer session. There is no makeup for these activities. Regular attendance is critical to passing the course.

2. The points value for each in-class activity vary, from 2-10 points per day. The points vary by the number of questions allotted to the chapter discussed that day.

3. All students can drop one missed in-class activity grade.

**Assessment:**

1. **Exams (300 pts).** Exams will assess the students’ experience with the reading material and familiarity with the materials presented in class (e.g., handouts, class assignments, assigned readings, guest speakers, lectures, etc.). The final exam is not cumulative.

2. **Brand and Consumer Behavior Project (100pts).** Application of course concepts to a specific brand.

3. Class lectures, online assignments, and other activities are intended to enrich or supplement the assigned readings. They are not intended to summarize or substitute for the readings. The instructor will be glad to meet individually with students to discuss materials presented in the readings or the class lectures, to help the student determine his or her progress in the class, or other relevant purposes.

4. Your success in this course will depend on several factors:
   - Attendance and participation in class discussion
   - Active participation in small groups, in and out of class
   - Execution of any written work in the course

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%

**CMHT ACADEMIC REQUIREMENTS:**

1. Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.0 on all courses completed at UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.0.

2. A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality course completed in residence or transferred to UNT.

3. Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality, and Tourism include:
   - A minimum GPA of at least 2.0 on all courses completed at UNT.
   - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGT.
Financial Aid Satisfactory Academic Progress (SAP) – Undergraduates:

1. A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

2. A decision to drop a course may affect your current and future financial aid eligibility. Visit [http://financial aid.unt.edu/satisfactory-academic-progress-requirements](http://financial aid.unt.edu/satisfactory-academic-progress-requirements) for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.

3. A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course. If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

Office of Disabilities Accommodations:

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodations for students with disabilities. Students seeking accommodations must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation in each class. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at [http://www.unt.edu/oda](http://www.unt.edu/oda). You may also contact them by phone at 940.565.4323.

Course Safety Statements:

Students in the College of Merchandising, Hospitality, and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Academic Dishonesty:

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a
student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook. If it is determined that a student has engaged in a form of academic dishonesty, that student will receive partial or no credit for the assignment depending on the level of academic dishonesty that has occurred. Also, the student will receive a sanction that will be reported to the UNT Dean of Students Office and the Office of Academic Integrity.

**Expected Student Behavior:**
Student are expected to be respectful of others, i.e., other students and faculty. Behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and online classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cell phones, dressing inappropriately). Laptops are permitted in the classroom and students are expected to use them responsibly. If the situation arises that students are using laptops for non-class related activities, laptops will no longer be permitted for the entire class for the remainder of the semester.

**Transferring a Course to Meet UNT Degree Requirements:**
Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to ensure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

**Access to Information:**
Your access point for business and academic services at UNT occurs within the my.unt.edu site, www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email is: http://eagleconnect.unt.edu/

**Academic Organizational Structure:**
Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your individual faculty member and/or advisor who will then help you navigate the Chain of Command shown below:

```
University of North Texas
CMHT Academic Chain of Command

Individual Faculty Member/Advisor

Merchandising Department Chair

CMHT Associate Dean

CMHT Dean
```
Student Perceptions of Teaching (SPOT):
The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

Important Notice for F-1 Students Taking Distance Education Courses:
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Emergency Notification and Procedures:
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, class information will be disseminated via Blackboard and course instruction will continue online as is possible.

Important Summer 5WK1 2018 Dates:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 4</td>
<td>First class day</td>
</tr>
<tr>
<td>June 7</td>
<td>Census date</td>
</tr>
<tr>
<td>June 8</td>
<td>Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.</td>
</tr>
<tr>
<td>June 14</td>
<td>Last day for student to receive automatic grade of W for nonattendance</td>
</tr>
<tr>
<td>June 15</td>
<td>Beginning this date, instructors may drop students with a grade of WF for nonattendance</td>
</tr>
<tr>
<td>June 27</td>
<td>Last day to drop with either a W or WF</td>
</tr>
<tr>
<td>June 28</td>
<td>Beginning this date, a student who qualifies may request an Incomplete, with a grade of I with their instructor</td>
</tr>
<tr>
<td>July 5</td>
<td>Last regular class meeting</td>
</tr>
<tr>
<td>July 6</td>
<td>Final exams</td>
</tr>
</tbody>
</table>
## MDSE 3750 Consumer Studies
### Summer 5WK1 Tentative Course Calendar 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Tentative Content</th>
<th>Tentative Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 4</td>
<td>Introduction to Course and Consumer Behavior</td>
<td>June 5</td>
</tr>
<tr>
<td>June 6</td>
<td>Ch. 2: Value and the Consumer Behavior Framework</td>
<td>June 7</td>
</tr>
<tr>
<td>June 10</td>
<td>Ch. 13: Alternative Evaluation &amp; Choice</td>
<td>June 12</td>
</tr>
<tr>
<td>June 13</td>
<td>Ch. 15: Beyond Consumer Relationships</td>
<td>June 14</td>
</tr>
<tr>
<td>June 18</td>
<td>Ch. 3: Perception</td>
<td>June 19</td>
</tr>
<tr>
<td>June 20</td>
<td>Ch. 5: Motives &amp; Emotions</td>
<td>June 21</td>
</tr>
<tr>
<td>June 25</td>
<td>Ch. 7: Attitudes and Attitude Change</td>
<td>June 26</td>
</tr>
<tr>
<td>June 27</td>
<td>Ch. 8: Group and Interpersonal Influence</td>
<td>June 28</td>
</tr>
<tr>
<td>July 2</td>
<td>Ch. 10: Microcultures</td>
<td>July 3</td>
</tr>
<tr>
<td>July 4</td>
<td>HOLIDAY – NO CLASS</td>
<td>July 5</td>
</tr>
</tbody>
</table>

**Final Exam:** Friday, July 6th Online