

COLLEGE OF DESIGN

UNIVERSITY OF MINNESOTA

Syllabus Overview

Course Title	Consumers of Design
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Course Designator	RM	Section Number	001
Course Number	3124	Semester and Year	Spring 2016

Class Meeting Days & Time	Tuesday 10:15-11:30 am & Thursday (Online)
Classroom	10 McNeal
Number of Credits	3 Credits
Final Exam Date & Time	May 5th, 8am-11pm (online)

Instructor's Information

Name	Yumin Kim
Office Location	346 McNeal
Office Phone	929-400-3480
Email	Kimx3903@umn.edu
Office Hours	Tuesday 9:00-10:00 am and By appointment

Course Information and Instructor's Expectations

Course Description:

This course provides the discipline and contemporary approaches to the study of consumer behavior. We look at how consumers influence the area of marketing and at how marketers affect us. We focus on the apparel industry as the context used to understand consumption activities why people buy products and services. We document how culture influences consumer buying decisions. This course discusses the internal influences (e.g., perception, learning and memory, the self, attitudes) and the external influences (e.g., group, situational effects, sex roles, subculture, social class, and lifestyle) on consumer behavior.

Course Prerequisites:

Retail merchandising major or minor

Required and Recommended Materials:

Solomon, M.R. (2014). *Consumer behavior: buying, having, and being* (11th Ed.). Upper Saddle River, NJ: Prentice Hal.

Established Course Objectives:

- (1) To evaluate theoretical and conceptual approaches to understanding consumer behavior
- (2) To reflect on the current context in which consumers are making decisions
- (3) To assess how brand can be managed through logos, packaging, advertisements as well as sounds, scents, and lighting to sell the "memorable shopping experience"
- (4) To assess how design created value to an organization

Student Learning Outcomes following course completion:

1. Can identify, define, and solve problems
2. Can locate and critically evaluate information
3. Understand diverse philosophies and cultures within and across societies

Release of Work Statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Attendance:

Class attendance is expected. Please be on time. Part of your learning experience is based on class interaction. In case of absence, it is your responsibility to notify the instructor and to obtain missed handouts, class notes, and other course materials from your classmates and/or the Moodle. Arriving late, leaving early or missing classes will affect the instructor's evaluation of your performance in this course.

Teaching Method and Class Expectations:

A variety of learning approaches are utilized in this hybrid course. These methods include lectures, viewing documentaries and videos, class exercises, case studies, reflection papers, and assigned readings. Students are graded based on their performance on quizzes, examinations, assignments, and completion of class exercises. Class exercises and assignments provide students the opportunity to develop your thoughts about consumer behavior in the textile and apparel industry, identify problems, propose solutions, develop your written communication skills, and reflect on your role as a potential future marketer as well as a consumer of the products of this industry. Some activities are completed on an individual basis and others in small groups (e.g., group of 4-5 students). For this course you need to be prepared to share your ideas as we learn from course materials as well as from each other.

The class is organized so that students have advance knowledge of when activities for the course are scheduled. It is important for students to complete assigned weekly readings and view assigned video material early in the week so that this material can inform their group discussions. The instructors for the course are grading assignments based on the inclusion of assigned materials for the class. Simply sharing your opinion on the topic will be insufficient to receive a passing grade. Participation is important in this course. When students' share their thoughts and experiences, class concepts become concrete in their minds as well as in the minds of other students. It is the sharing of our experiences that helps us to learn from each other as well as about each other. Members of this classroom will practice inclusively. We will listen to one another's views with respect regardless of race, gender, sexual orientation, or disability.

Grading Structure:

<http://policy.umn.edu/Policies/Education/Education/GRADINGTRANSCRIPTS.html>

Accepting and Returning Assignments:

- Written work must be word processed and double spaced using the APA format.
- All assignments must be submitted on the course moodle site (emails are not acceptable unless otherwise specified).
- In the event of an emergency, notify the instructor before the due date. Unexcused late assignments will not be graded but instead will receive half of the points if quality is acceptable. Makeup assignments will only be arranged under legitimate circumstances and written documentation (e.g., hospital admittance receipt) must be provided.

Grading Late Work:

It is also expected that students hand in assigned work by the date and time indicated. Late work will be accepted for up to one week after the due date. Late work will be graded and then a deduction of 50% will be taken. For example, if there is a 100 point assignment that is turned in late and the grade was 85 points, an additional 50 points would be subtracted for failure to turn in the assignment on time.

Policy for Missed Exams:

- A student is eligible for a make-up exam only if the instructor is notified prior to the scheduled exam and the absence is recognized by the University of Minnesota as one that is excusable. Email the instructor that you are unable to take the examination on the scheduled date. Failure to notify the instructor that the student is unable to take the exam at the scheduled time will result in a 0 on the examination.
- There are no make-up options for weekly quizzes, exams, group project presentations, and the online activities. Group projects only work when all members actively contribute. Because there are no make-ups for quizzes, the lowest activity score is dropped from the calculation of your final grade for the course.

Make Up Work for Legitimate Absences:

<http://www.policy.umn.edu/Policies/Education/Education/MAKEUPWORK.html>

Extra Credit Options:

Students may have a few chances to participate in ongoing research and earn extra credit.

Course Assignments and Grading:

Grades are assigned based on total points earned in the course. The total number of points a student earns is divided by the total number of possible points.

Quizzes (online)	10 * 20 points	200
Exams	2 * 100 points	200
Discussion Forums (online)	7 * 10 points	70
In-class Activity	6 * 5 points	30
Written Assignment		50
Group Project		50
Total		600

Letter Grades

A 93% and above	A- 90% and above	Signifies achievement that is outstanding relative to the level necessary to meet course requirements
B+ 87% and above	B 83% and above B- 80% and above	Signifies achievement that is significantly above the level necessary to meet the course requirements
C+	77% and above	Signifies achievement that meets the course requirements
C	73% and above	
C-	70% and above	
D+ 67% and above	D 60% and above	Signifies achievement that is worthy of credit even though it fails to meet course requirements
F	59.9% and below	Indicates coursework was completed but at an achievement level unworthy of credit. Academic dishonesty on any one examination, quiz, or assignment is also sufficient for an F in the course.

University Policies**Personal Electronic Devices in Classroom:**

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

Use of Class Notes and Materials:

<http://policy.umn.edu/Policies/Education/Education/CLASSNOTESSTUDENTS.html>

Scholastic Dishonesty and Student Conduct Code:

<http://policy.umn.edu/Policies/Education/Education/STUDENTRESP.html>.

Sexual Harassment:

<http://policy.umn.edu/hr/sexualharassment>

Statement on Climate of Inclusivity:

You are expected to be attentive during class, ask questions if you do not understand something, and to offer your opinion. You are also expected to listen respectfully to other students and to me when speaking. The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs and facilities without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class. Reports of harassment are taken seriously, and there are individuals and offices available for help.

(or refer to

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Equity_Diversity_EO_AA.pdf

Academic Freedom and Responsibility:

http://regents.umn.edu/sites/regents.umn.edu/files/policies/Academic_Freedom.pdf

Availability of Disability and Mental Health Services:

The University of Minnesota is committed to providing all students equal access to learning opportunities. The Office of Equity and Diversity has a *Disability Resource Center* (DRC) that works with students who have disabilities to provide and/or arrange reasonable accommodations.

- Students who have, or think they may have, a disability (e.g. mental health, attentional, learning, vision, hearing, physical or systemic), are invited to contact DS to arrange a confidential discussion at 612- 626-1333 (V/TTY) or drc@umn.edu.
- Students registered with DRC, who have a letter requesting accommodations, are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

For additional information please visit: <https://diversity.umn.edu/disability/>

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. University of Minnesota services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via www.mentalhealth.umn.edu or contact Counseling/Consulting Services at 612-624-3323.

Academic Services:

If you would like additional help, please contact one of the offices listed below.

Student Writing Support <http://writing.umn.edu/sws/index.html>

Student Academic Success Service <http://www.uccs.umn.edu/>

Class Schedule

Week	Date	Course Outline	Readings	Due
1	1/19	Syllabus / Introduction		
	1/21	Online: Syllabus Quiz / Forum 1		
2	1/26	Buying, Having, and Being	Ch 1	
	1/28	Online: Quiz 1		
3	2/2	Decision Making and Consumer Behavior	Ch 2	
	2/4	Online: Quiz 2 / Forum 2		
4	2/9	Cultural Influences on Consumer Decision Making	Ch 3	
	2/11	Online: Quiz 3		
5	2/16	Consumer and Social Well-Being	Ch 4	
	2/18	Online: Quiz 4 / Forum 3		
6	2/23	Perception	Ch 5	Written Assignment
	2/25	Online: Quiz 5 / Forum 4		
7	3/1	Learning and Memory	Ch 6	
	3/3	Online: Quiz 6		
8	3/8	Written Assignment Presentation		
	3/10	Mid-term Exam (online)		
9		Spring Break		
10	3/22	The Self	Ch 7	
	3/24	Online: Quiz 7 / Forum 5		
11	3/29	Attitudes and Persuasion	Ch 8	
	3/31	Online: Quiz 8		
12	4/5	Group and Situational Effects on Consumer Behavior	Ch 9	
	4/7	Online: Quiz 9 / Forum 6		
13	4/12	Consumer Identity I & II: Sex Roles, Subcultures, Social Class and Lifestyles	Ch 10-11	
	4/14	Online: Quiz 10 / Forum 7		
14	4/19	Networked Consumer Behavior: Word-of-Mouth, Social Media, and Fashion	Ch 12	
	4/21	Online: Group Project Preparation		
15	4/26	Group Project Presentation (Group 1-4)		Group Project
	4/28	Online: Review		
16	5/3	Group Project Presentation (Group 5-8)		
	5/5	Final Exam (Online)		

Note: Course schedule is subject to change.