The University of North Carolina at Greensboro
Department of Consumer, Apparel, and Retail Studies
Bryan School of Business and Economics
RCS 662: Behavior of Soft Lines Consumer
(3 Credits)
Fall 2013

Instructor: Dr. Kittichai Watchravesringkan (I go by Dr. Tu)
Location: Live Web Conference via Blackboard Collaborate
Meeting Time: Thursday, 5.00-6.30 p.m. (Will be virtually meeting once a month – please see Red color under Tentative Course Schedule which denotes the date we will be meeting via Blackboard Collaborate)
Office: Stone 205
Phone: 336-256-2474
E-mail: k_watchr@uncg.edu
Office Hour: By appointment

Please note: This is a live online course. Students are expected to attend live class session on Thursday from 5.00 – 6.30 p.m. once a month.

It is important that you check the course website regularly for any new course information. You are responsible for any information posted on the Blackboard.

Required Text:


Course Description and Objectives:

Behavior of Soft Lines Consumer focuses on a basic understanding of the psychological, sociological, and socio-cultural processes when individuals or groups make consumption decisions. In addition, this course is designed to introduce students to develop an appreciation for, and understanding of strategic implications of consumer behavior concepts and theory through empirical findings.
Course Format:

This course is a web-based course utilizing the software program Blackboard Collaborate. Prior to the first class session, students must:
1. Make sure that your Blackboard Collaborate software works and
2. Purchase a headset with a built-in microphone and a web camera (available in most places where computer supplies are sold).

This course will be a combination of readings (textbook and academic articles), online class discussions, discussion leader, and execution of assignments and a final project. You are expected to have read chapter(s) and academic articles assigned in the syllabus each week. More importantly, you will be assigned to serve as a discussion-leader on a selected topic one time for the entire semester. You are allowed to pair with your classmate; however, your grade will be evaluated individually.

Rules of Conduct:

Online Attendance: You are expected to attend live web-based class meeting when it is scheduled (please see the Bold, Italicized Font in Red color located in the tentative course schedule for the week that we will be meeting live). Should you miss a class meeting, you are responsible for all materials covered at that class meeting (you can obtain these materials you miss via the Blackboard). If you miss a live web-based class meeting, your absence will result in a zero score for class participation for that live meeting.

Academic Misconduct: Academic misconduct of any form (e.g., cheating, plagiarism) will not be tolerated in this class and will result in an “F” for this course.

Course Requirements and Assignments:

1. Examination
   Midterm (15%)
   Final Exam (15%) 30%
2. Term Project 20%
3. Assignments 20%
4. Discussion Leadership 10%
5. Online Class Participation 20%
Total: 100%

Final Grading Scale:

- A = 93 - 100%
- B = 83 - 86%
- C = 73 - 76%
- D = 63 - 66%
- A- = 90 - 92%
- B- = 80 - 82%
- C- = 70 - 72%
- D- = 60 - 62%
- B+ = 87 - 89%
- C+ = 77 - 79%
- D+ = 67 - 69%
- F = < 60%

Exams:

Exams are not cumulative. They are based upon readings (mainly from the textbook), online class discussion, assignments, and other materials covered in class. All exams will consist of multiple choice and essay. NO MAKE UP EXAMS WILL BE GIVEN.

Term Project:

Please see additional handout.

Assignments:

There will be weekly assignments. All assignments are due before midnight on designated due date (see tentative course schedule). You should be prepared to discuss these assignments via Discussion Board or Black Board Collaborate (when we meet Live). Thus, make sure to make an extra copy of each assignment for yourself. In addition, assignments submitted past due date will not be accepted. Note, all assignments must be typed and double spaced with one inch margin across.

Discussion Leadership:

To make class discussion interesting and to draw attention in your specific expertise, a series of online discussions via Discussion Board are scheduled which connect class topics to real-life experiences. You will have the opportunity to lead our online class discussion based on the topic assigned for one class session. You will each sign up for one online class discussion, which focuses on selected concepts from the text/assigned readings for that week. For assigned readings (academic articles), you are also responsible to craft a set of discussion questions and lead online class discussion for that week. Thus, you are to present/post the discussion questions (3-4 questions), lead discussions of the selected issues, and connect the issues to real-world examples.
from industry. More importantly, you have to demonstrate how the concepts and frameworks are applicable in the real world. **If you are a designated discussion leader for that week, make sure to post your discussion questions on the Discussion Board no later than midnight on Thursday. The discussion questions for the week will run from Thursday until the next following Wednesday (until midnight). Please turn in a 1-2 page write up (typed, double spaced, one inch margin across) for me of your goals, your logic, and what you hope to accomplish in your roundtable.**

**Online Class Participation:**

Online class participation is extremely important. Remember, this is your class. Thus, you should make it as interesting as possible. Your participation grade will be evaluated on the level and quality of your contribution. Quality discussions include moving the discussion forward, offering a unique, different, and relevant perspectives on the issue, building on comments of others, and demonstrating reflective thinking.

You are required to post at least one substantive comment to posted questions in Discussion Board each week (Note, you do not have to post comments to all posted questions). You are also required to post 1 or 2 substantive comment(s) to other students’ discussion (or comment). The Discussion Board for the week runs from Thursday (afternoon) to Tuesday (until Midnight). Online class participation will be measured on a weekly basis as well as overall at the end of the semester.

**Incompletes (for entire course):**

Grades of incomplete will only be given to those students who have participated fully in the majority of class and who experience an extreme and unusual situation outside of their control that severely interferes with their ability to successfully complete the course. An option to receive an incomplete will be at discretion of the instructor. In addition, the reason for the incomplete must be verified and there must be a written agreement with the student that specifies the work to be done and a timetable for completion.

**Problems and Suggestions:**

I am here to educate and help you. Please feel free to raise any concerns and/or suggestions related to this course that we all benefit. You are strongly encouraged to discuss with me any problems related to this course.
### COURSE TOPICS AND TENTATIVE CLASS SCHEDULE

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<thead>
<tr>
<th>Date</th>
<th>Topics</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Week 1 (Aug 22)</td>
<td>Introduction to class &amp; Ch. 1 (Buying, Having, and Being)</td>
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<td>Academic article reading:</td>
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<td>relationship theory in consumer research. *Journal of Consumer</td>
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<td></td>
<td>Research*, 24, 343-373.</td>
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<td>Week 2</td>
<td>Ch. 2 (Perception)</td>
<td>Assignment # 1 Due</td>
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<td>Academic article readings:</td>
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<td>- Soars, B. (2009). Driving sales through shoppers’ sense of sound,</td>
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<td></td>
<td>sight, smell, and touch. *International Journal of Retail and</td>
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<td>- Morrison, M., Gan, Sarah, Dubelaar, C., &amp; Oppewal, H. (2011). In-</td>
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<td>store music and aroma influences on shopper behavior and satisfaction.</td>
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<td><em>Journal of Business Research</em>, 64(6), 558-564.</td>
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<td>*We will be meeting via Black Board Collaborate on Thursday Aug. 29th</td>
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<td>from 5-6:30 pm.</td>
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<td>Week 3</td>
<td>Ch. 3 (Learning &amp; Memory) &amp; Ch. 4 (Motivation &amp; Global Values)</td>
<td>Assignment # 2 Due</td>
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<td>Academic article readings:</td>
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<td>segmentation of luxury consumption behavior. *Psychology &amp;</td>
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<td>Marketing*, 26(7), 625-651.</td>
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<td>reflected in clothing advertisements. *Journal of Fashion Marketing</td>
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Week 4

Ch. 5 (The Self)  
Academic article readings:

Assignment # 3 Due

Week 5

Ch. 6 (Personality & Psychographics)  
Academic article readings:

Assignment # 4 Due

Week 6

Ch. 7 (Attitudes and Persuasion)  
Academic article readings:

*We will be meeting via Black Board Collaborate on Thursday Sep. 26th from 5-6.30 pm.*

Assignment # 5 Due

Week 7

Midterm Exam (Ch. 1 – Ch. 7)  
*Midterm Exam will be posted on BB on Thursday Oct. 3rd from 5 p.m. to 8 p.m.*
Week 8  Ch. 8 (Decision Making)  Assignment # 6 Due

Academic article readings:

Week 9  Ch. 9 (Buying and Disposing)  Assignment # 7 Due

Academic article readings:

Week 10  Ch. 10 (Organizational & Household Decision Making)  Assignment # 8 Due

Academic article readings:

*We will be meeting via Black Board Collaborate on Thursday Oct. 24th from 5-6.30 pm.*
Week 11  Ch. 11 (Group & Social Media)  Assignment # 9 Due

Academic article readings:

Week 12  Ch. 12 (Social Class and Lifestyles)  Assignment # 10 Due

Academic article readings:

Week 13  Ch. 13 (Subcultures)  Assignment # 11 Due

Academic article readings:
Week 14  Ch. 14 (Culture)  Assignment # 12 Due

Academic article readings:

*We will be meeting via Black Board Collaborate on Thursday Nov. 21*th* from 5-6.30 pm.*

Week 15  ***No Class: Thanksgiving Week***  Final Project Due – Sunday Dec.1*st* (before midnight)

Week 16  Final Exam (Ch. 8 – Ch.14)  Final Exam will be posted on BB on Thursday Dec 5*th* from 5 p.m. to 8 p.m.

***Note: Red color denotes the date we will be meeting live (via Collaborate)***