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 (Online Course)  
(3 Credits)  
Fall 2019

Instructor: Dr. Kittichai Watchravesringkan (I go by Dr. Tu)  
Location: Canvas  
Office: Stone 205  
Phone: 336-256-2474  
E-mail: k_watchr@uncg.edu  
Office Hour: Wednesday, 1.00 – 3.00 pm. and by appointment

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

Required Text:

Solomon, Michael (2016). Consumer Behavior: Buying,Having, and Being  

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 Canvas. Prior to the first class session, students must make sure that your Canvas software works. 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:**

*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 30%
   - Midterm (15%) & Final Exam (15%)
2. Term Project 20%
3. Assignments 20%
4. Discussion Leadership 10%
5. Online Class Participation 20%

**Total:** 100%

**Final Grading Scale:**

- **A** = 93 – 100%
- **A-** = 90 – 92%
- **B+** = 87 – 89%
- **B** = 83 – 86%
- **B-** = 80 – 82%
- **C+** = 77 – 79%
- **C** = 73 – 76%
- **F** = < 73%

**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. Thus, make sure to make an extra copy of each assignment for yourself. Note, all assignments must be typed and double spaced with one inch margin across. Late submission will involve loss of points (a 30% reduction of the total grade for that assignment for each day late). This is fair to those who submit assignments on time.

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 assign 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). In addition, 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 two (2) substantive comment to posted questions in Discussion Board each week (Note, you need to post your comments to the original questions - your 1st post no later than Sunday but try to post these earlier so that your friends can make some comments and you do not have to post comments to all posted questions) and

- post two (2) substantive comment(s) to other students’ discussion (or comment).
The Discussion Board for the week runs from Monday (before noon) to the following Sunday (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</td>
<td>Ch. 1 (Buying, Having, and Being)</td>
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<td>(Aug 20-25)</td>
<td>Academic article reading:</td>
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<tr>
<td>Week 2</td>
<td>Ch. 2 (Consumer and Social Well-Being) &amp; Ch. 3 (Perception)</td>
<td>Assignment # 1 Due (Sunday Sept 1st)</td>
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<td>(Aug 26 – Sept. 1)</td>
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<td></td>
<td>Academic article readings:</td>
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<td></td>
<td>• Byun, S-E., &amp; Sternquist, B. (2011). Fast fashion and in-store</td>
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Week 3  
(Sept. 2 - 8)  
Ch. 4 (Learning & Memory) & Ch. 5 (Motivation & Affect)  
Assignment # 2 Due  
(Sunday Sept. 8th)

Academic article readings:

Week 4  
(Sept. 9 - 15)  
Ch. 6 (The Self: Mind, Gender, and Body)  
Assignment # 3 Due  
(Sunday Sept. 15th)

Academic article readings:

Week 5  
(Sept. 16 – 22)  
Ch. 7 (Personality, Lifestyles, and Values)  
Assignment # 4 Due  
(Sunday Sept. 22nd)

Academic article readings:
Week 6 (Sept. 23 - 29)
Ch. 8 (Attitudes and Persuasive Communications)  Assignment # 5 Due (Sunday Sept. 29th)
Academic article readings:

Week 7 (Sept. 30 – Oct. 6)  1st Exam (Ch. 1 – Ch. 8) – Due Sunday Oct 6th at 11.59 pm.
Midterm Exam will be posted on Canvas on Friday Oct 4th from 8 a.m. until Sunday Oct 6th at midnight

Week 8 (Oct. 7 – 13)  Ch. 9 (Decision Making)  Assignment # 6 Due (Sunday Oct. 13th)
Academic article readings:

Week 9 (Oct. 14 - 20)  Ch. 10 (Buying, Using, and Disposing)  Assignment # 7 Due (Sunday Oct. 20th)
Academic article readings:
Week 10  
(Oct. 21 - 27)  
Ch. 11 (Groups and Social Media)  
Assignment # 8 Due  
(Sunday Oct. 27th)

Academic article readings:

Week 11  
(Oct. 28 – Nov. 3)  
Ch. 12 (Income and Social Class)  
Assignment # 9 Due  
(Sunday Nov. 3rd)

Academic article readings:

Week 12  
(Nov. 4 - 10)  
Ch. 13 (Subcultures)  
Assignment # 10 Due  
(Sunday Nov. 10th)

Academic article readings:

Week 13  
(Nov. 11 - 17)  
Ch. 14 (Culture)  
Assignment # 11 Due  
(Sunday Nov. 17th)

Academic article readings:

### Week 14
(Nov. 18 - 24)

2nd Exam (Ch. 9 – Ch.14) – Due Sunday Nov. 24th at 11.50 pm.
Final Exam will be posted on Canvas on Friday Nov. 22nd from 8 a.m. until Sunday Nov. 24th at midnight

### Week 15
(Nov. 25 – Dec. 1)

***No Class: Thanksgiving Week***

### Week 16
(Dec. 2 - 8)

Term Project Due – Sunday Dec. 8th (before midnight)