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, 2.00 – 3.00 pm via Zoom 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:


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  
   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:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 – 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 – 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87 – 89%</td>
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<td>C</td>
<td>73 – 76%</td>
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<tr>
<td>F</td>
<td>&lt; 73%</td>
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**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 20% 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 Thursday 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.

**Incomplete (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.

**CARS Department Statement on Student Conduct and Complaint Behavior**

The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

**COVID-19 Statement: Required UNCG Syllabus Language**

Approved by Faculty Senate on July 29, 2021

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students,
faculty, and staff on campus than in the last academic year. As such, all students, faculty, and staff are required to uphold UNCG’s culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- **Following face-covering guidelines**
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats at every class meeting and must not move furniture. Students should not eat or drink during class time.

To make it easier for students to hear their instructor and/or read lips and if conditions permit, instructors who are fully vaccinated and who can maintain at least six feet of distance from students may remove their masks while actively teaching if they choose, but will wear a mask at all other times while in the classroom, including during the periods before and after class.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and other requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**Approved by the Faculty Senate Executive Committee on July 30, 2020**

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about
the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at https://shs.uncg.edu/ or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting https://shs.uncg.edu/srp or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

https://youtu.be/Mb58551qxEk

**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>
<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 Aug. 29th)</td>
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<td>(Aug. 23 – 29)</td>
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<td>Academic article readings:</td>
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<td>Week 3</td>
<td>Ch. 4 (Learning &amp; Memory) &amp; Ch. 5 (Motivation &amp; Affect)</td>
<td>Assignment # 2 Due (Sunday Sept. 5th)</td>
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<td>(Aug. 30 – Sept. 5)</td>
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<th>Week 4</th>
<th>Ch. 6 (The Self and Gender Identity)</th>
<th>Assignment # 3 Due (Sunday Sept. 12th)</th>
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<tr>
<td>(Sept. 6 - 12)</td>
<td>Academic article readings:</td>
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<tr>
<th>Week 5</th>
<th>Ch. 7 (Personality, Lifestyles, and Values)</th>
<th>Assignment # 4 Due (Sunday Sept. 19th)</th>
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<td>(Sept. 13 – 19)</td>
<td>Academic article readings:</td>
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<tr>
<th>Week 6</th>
<th>Ch. 8 (Attitudes and Persuasive Communications)</th>
<th>Assignment # 5 Due (Sunday Sept. 26th)</th>
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<tr>
<td>(Sept. 20 - 26)</td>
<td>Academic article readings:</td>
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**Week 7**  
*(Sept. 27 – Oct. 3)*  
**1st Exam (Ch. 1 – Ch. 8) – Due Sunday Oct 3rd at 11.59 pm.**  
*Midterm Exam will be posted on Canvas on Friday Oct 1st from 8 a.m. until Sunday Oct 3rd at midnight*

**Week 8**  
*(Oct. 4 – 10)*  
Ch. 9 (Decision Making)  
Assignment # 6 Due  
(Sunday Oct. 10th)

Academic article readings:


**Week 9**  
*(Oct. 11 - 17)*  
Ch. 10 (Buying, Using, and Disposing)  
Assignment # 7 Due  
(Sunday Oct. 17th)

Academic article readings:


**Week 10**  
*(Oct. 18 - 24)*  
Ch. 11 (Groups and Social Media)  
Assignment # 8 Due  
(Sunday Oct. 24th)
Academic article readings:


Week 11 (Oct. 25 – 31)

Ch. 12 (Income and Social Class) Assignment # 9 Due (Sunday Oct. 31st)

Academic article readings:


Week 12 (Nov. 1 - 7)

Ch. 13 (Subcultures) Assignment # 10 Due (Sunday Nov. 7th)

Academic article readings:


Week 13 (Nov. 8 - 14)

Ch. 14 (Culture) Assignment # 11 Due (Sunday Nov. 14th)

Academic article readings:


Week 14 (Nov. 15 - 21)  
2nd Exam (Ch. 9 – Ch.14) – Due Sunday Nov. 21st at 11.50 pm.  
Final Exam will be posted on Canvas on Friday Nov. 19th from 8 a.m. until Sunday Nov. 22nd at midnight

Week 15 (Nov. 22 – 28)  
***No Class: Thanksgiving Week***

Week 16 (Nov. 29 - Dec. 5)  
Term Project Due – Sunday Dec. 5th (before midnight)