

UNIVERSITY OF GEORGIA
HOUSING AND CONSUMER ECONOMICS

HACE 3100 INTRODUCTORY CONSUMER ECONOMICS

CLASS TIME: T/TR: 3:30 — 4:45 PM
CLASS LOCATION: MILLER LEARNING CENTER 171

INSTRUCTOR:		TEACHING ASSISTANT:
Dr. Diann Moorman Office: 209 Dawson Hall	OFFICE HOURS BY APPOINTMENT ONLY	Pamela Outlaw
Phone: 706.542.5661		
E-mail: <u>Use my WebCT email address only</u>		E-mail: poutlaw@uga.edu

Welcome to HACE 3100. This course is an introduction to the family as a producing and consuming unit, including the decision making processes involved. The course is designed to provide you with various opportunities to achieve success. People learn in many different ways. Some are visual in the way they take in information. Others are more kinesthetic or auditory. Some learn best by trial and error, others learn by rote. Virtually all students learn best when they are actively involved in the material that they are being taught. Lectures will expose you to economic concepts and terms. In class participation and assignments will increase your active learning skills by requiring you to apply the information presented in lectures.

*“We cannot teach people anything; we can only help them discover it within themselves.”
(Galileo)*

Our challenge this semester is then, one of discovery. This course is about consumer economics; as such, we interact with the subject matter in our real lives on a daily basis. We make economic decisions every day therefore, we are learning and discovering because we apply our knowledge every day.

The basic ground rule for this course is RESPECT. As university students we should expect diversity in backgrounds, beliefs, and values related to course topics. It is asked that you always maintain respect for your instructor, your fellow students, guest lecturers, and opinions different from your own.

COURSE CATALOG DESCRIPTION: An introduction to the family as a producing and consuming unit, including the decision-making process involved and the special role of housing. Emphasis is on the interrelationships among decisions and the links between economic and social issues.

PRIVACY RIGHTS UNDER FERPA: According to the federal Family Educational Rights and Privacy Act (FERPA), a student has the right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without the student's consent. FERPA allows disclosure of directory information without a student's consent unless the student has advised the registrar in writing that he or she wishes to restrict access to this information. If you have requested that your directory information not be disclosed, please let me know, so I will not disclose your information to other persons. Unless I hear from you at the beginning of the semester, I'll assume that it's ok to disclose your name to your classmates.

COURSE OBJECTIVES:

The student will gain understanding of the concepts, tools and applications of consumer economics. The course instructor assumes little or no prior knowledge of the subject matter and focuses on helping the student understand the process of consumer economics and the theories that drive it. The course will increase students' knowledge on several levels:

- Factual: students will be challenged to comprehend and remember the basic economic elements and terminology consumers must know to be effective in and solve problems related to consumer economics;
- Conceptual: students will strive to understand the interrelationships that exist among these basic elements, and to discover what factors enable these elements to function successfully together;
- Procedural: students will be asked to apply, analyze and evaluate consumer economic equations and formulas;
- Meta-cognitive: students will create from this knowledge, an awareness of their own place in consumer economics.

TEXTBOOK (REQUIRED):

Consumer Economics: Issues and Behaviors. Goldsmith, E. B. Publishers: Pearson/Prentice Hall. 2008 Version.

SKILLS (REQUIRED):

This course will use WebCT for communication and course information. Use of WebCT will be discussed in class. If you do not currently have a WebCT account you will need to acquire one.

COURSE REQUIREMENTS:

**Instructor reserves the right to alter the syllabus as necessary*

1. **Exams:** FOUR (4) One hundred and fifty-point multiple-choice, T/F, and short answer exams over lecture notes, outside readings, recitations, and textbook material will be given during lecture on respective exam days.
 - a. **NO EARLY OR MAKE UP EXAMINATIONS WILL BE ALLOWED.**
(4 x 150=600 total points)
2. **Assignments:** THREE (3) twenty-point ON LINE assignments will be completed. No make up assignments will be allowed (except with **DOCUMENTED** excuses—at MY

discretion). WEBCT assignments have NO LATE POLICY. When WEBCT shuts down the assignment is due by that time—NO EXCEPTIONS. (3 x 20pts = 60 total points)

COURSE POLICIES—IF YOU READ NOTHING ELSE ON THIS SYLLABUS—READ THIS SECTION CAREFULLY:

1. Any papers you turn in for class or during class **MUST HAVE YOUR CLASS IDENTIFICATION NUMBER on it and your NAME on it.** Note: your **CLASS ID NUMBER is NOT YOUR UGA ID NUMBER.** Your class id number will be assigned by me to you on your WEBCT home page. **IF YOU TURN IN A PAPER WITHOUT YOUR CLASS IDENTIFICATION NUMBER ON IT—YOU WILL NOT BE AWARDED POINTS.** It will not matter that your name or your UGA ID number was on the paper....you are EXPECTED to put your CLASS ID NUMBER on your paper work. This is for your protection.....Social Security numbers and now UGA numbers are valuable to ID thieves. I will not be responsible for having those numbers on pieces of paper lying around. Your Class ID has no worth to anyone but you.
2. **CLASS ATTENDANCE IS EXPECTED.** Much of the examination material will be presented **solely** during class time; therefore, it is to your benefit to be present for each and every class. In-class participation opportunities may be made available throughout the semester—if you are not in class—you will not receive these points no matter what your excuse for missing class.
3. **NO EARLY EXAMINATIONS OR MAKEUP EXAMINATIONS WILL BE GIVEN—UNDER ANY CIRCUMSTANCES.**
4. Students are expected to have read the textbook material and any outside readings assigned—prior to class time. In-class quizzes will be based on the day's readings. Power point notes will be used to supplement your readings; they are by no means the only course content for which you are responsible.
5. Students are required to respect the learning rights of others in the class by cooperating in group discussions and activities, and exhibiting respectful classroom etiquette:
 - a. Students coming late, leaving early, talking during class, letting cell phones ring or texting during class disturbs the class. Such disruptions will be dealt with according to policy.
 - b. Your laptop is not welcome in class unless you have documentation verifying that your laptop is necessary for you.
 - c. Cell phones must be turned off during class. Not on vibrate—but off.
 - d. Class begins at 3:30 PM and ends at 4:45 PM do not begin the hoof and bag shuffle until then. I can tell time and will release you when class is over.
 - e. Academic dishonesty in any form will not be tolerated and will be handled according to university judicial procedure.
 - i. Academic dishonesty includes but is not limited to:

1. Having someone else take your exam for you. **YOU MUST SHOW A PHOTO ID WHEN YOU TURN IN YOUR EXAMINATION. IF YOU DO NOT.....YOUR EXAM WILL NOT BE GRADED. THIS EXAM WILL BY DEFAULT BE YOUR "DROPPED LOWEST SCORE."**
 2. Signing in someone else's name if/when attendance is taken.
 3. Citing someone else's work as your own—including the work of a fellow student. Working "together" does not mean you turn in the exact same answer and claim you both reached the exact same conclusion on a problem.
 4. Cheating on exams—through various means.
 5. Cheating of assignments—through various means.
6. Last minute computer problems are only a problem if you are waiting until the last minute to complete your assignment. If you experience a last minute computer problem, realize that it is solely YOUR problem, not my problem. Your quiz/assignment is due when it is due. Late is late—no matter what the problem. WEBCT quizzes and/or assignments shut down at a specific time and **I WILL NOT REOPEN THE ASSIGNMENT FOR YOU—NO MATTER WHAT YOUR REASON.**
 7. Check this course's WebCT page daily. All class announcements and information will be delivered to you through WebCT, not through personal email. When applicable, lesson notes will be posted on the home page.
 8. If you need to contact me, use my WebCT address only. I teach 5 classes—I guarantee and email to my UGA account will get lost.
 9. You will have access to your individual scores through WebCT. If there is a discrepancy in your recorded score, bring this to my attention for verification. This includes any and all participation/professionalism/attendance points. If we complete an in-class project and you do not see a score for your project within a week—then **YOU need to contact me and let me know your points have not been posted.** After ONE week the papers will go to the shredder and you will have no proof that you were indeed in class that day.
 10. Please alert the instructor during the first two weeks if you have special documented instructional needs that need accommodated.
 11. "Late adds for this course will not be approved except under exceptional circumstances".

HACE 3100 COURSE OUTLINE:

Week 1: August 18-20

Tuesday	Welcome to Class, Syllabus,
Thursday	Chapter 1: Consumers in a Changing World

Week 2: August 25-27

Tuesday	Chapter 1: Consumers in a Changing World
Thursday	Chapter 2: The Consumer Movement

Week 3: September 1-3

Tuesday	Chapter 2: The Consumer Movement
Thursday	Chapter 3: Consumer Theories and Developing a Model

Week 4: September 8-10

Tuesday	Chapter 3: Consumer Theories and Developing a Model
Thursday	Summarize and Review for Exam 1

Week 5: September 15-17

Tuesday	EXAMINATION #1 CHAPTERS 1-3
Thursday	Chapter 6: Buying Process, Brands, and Product Development

Week 6: September 22-24

Tuesday	Chapter 6: Buying Process, Brands, and Product Development
Thursday	Chapter 6: Buying Process, Brands, and Product Development

Week 7: September 29-October 1

Tuesday	Chapter 7: Decision Making and the Influence of Advertising
Thursday	Chapter 7: Decision Making and the Influence of Advertising

Week 8: October 6-8

Tuesday	Chapter 7: Decision Making and the Influence of Advertising
Thursday	Chapter 4: Consumer Redress

Week 9: October 13-15

Tuesday	EXAMINATION #2 (Chapters 4, 6 & 7)
Thursday	Chapter 8: Food and Beverage Issues

Week 10: October 20-22

Tuesday	Chapter 8: Food and Beverage Issues
Thursday	Chapter 9: Health and Body Issues

Week 11: October 27-29

Tuesday	Chapter 12: Being a Better Consumer of Housing Vehicles
Thursday	Chapter 12: Being a Better Consumer of Housing Vehicles

Week 12: November 3-5

Tuesday	Chapter 13: Saving, Banking, Debt and Credit Issues
Thursday	EXAMINATION #3 (Chapters 8, 9, 12, 13)

Week 13: November 10-12

Tuesday	Chapter 5: Government Protection, Nongovernmental Pro-consumer
Thursday	Chapter 10: Ownership, Safety, and Repairs

Week 14: November 17-19

Tuesday	Chapter 11: Internet & Issues of Identity Theft Groups, and Media
Thursday	Chapter 14: Insurance and Investment Basics

Week 15: November 24-26

Tuesday	NO CLASS....THANKSGIVING VACATION
Thursday	NO CLASS....THANKSGIVING VACATION

Week 16: December 1-3

Tuesday	Chapter 14: Insurance and Investment Basics
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Thursday	Chapter 15: Consumer Issues, Ethics and Globalization
Week 17: December 8: LAST CLASS	
Tuesday	CATCH UP AS NEEDED
Week 18: December 16	
Tuesday 12/15	FINAL EXAMINATION: 3:30-6:30

COURSE PERFORMANCE ASSESSMENT:

Four (4) In-class Examinations (150 points each).	600 points
Three (3) Assignments (20 points each)	60 points
TOTAL POINTS POSSIBLE FOR THE COURSE	660 points

Final Grades will be based on the following scale: THERE WILL BE NO CURVING

A	93.0% - 100%	C +	77.0% - 79.9%
A-	90.0% - 92.9%	C	73.0% - 76.9%
B+	87.0% - 89.9%	C-	70.0% - 72.9%
B	83.0% - 86.9%	D	60.0% - 69.9%
B-	80.0% - 82.9%	F	< 60.0%