

**HACE 3100
INTRODUCTORY CONSUMER ECONOMICS
Fall Semester 2009**

Dr. Rhonda R. Morgan

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770-884-5643

Office Hours: By appointment

**Class Time: 3:45-5:00 M,W
Griffin Campus**

Course Description:

Oasis Title: INTRO CONS ECON.

Models of consumer, family, and household decision making. Application of microeconomic theories applied to consumers in the home and marketplace. Economic models of family and household production, consumption, time allocation, and specialization.

Required Textbook:

Goldsmith, Elizabeth. *Consumer Economics: Issues and Behaviors*, Second Edition, Pearson—Prentice Hall, (ISBN 0-13-159049-9).

Course Calendar:*

PART I:

August 17	Course Overview and Expectations, Introduction to Consumer Economics, Intro to Chapter 1
August 19	Chapter 1: Consumers in a Changing World
August 24, 26	Chapter 2: The Consumer Movement
August 31, Sept. 2	Chapter 3: Consumer Theories and Development of a Model
September 7	Labor Day Holiday

September 9 Part I Assignment Due

PART II:

September 9, 14	Chapter 4: Consumer Responsibilities, Redress and Law
September 16, 21	Chapter 5: Government Protection, Nongovernmental Pro-Consumer Groups, and the Media

**September 23 Part II Assignment Due
Exam: Parts I and II (Chapters 1-5)**

PART III:

September 28, 30	Chapter 7: Decision Making and the Influence of Advertising
October 2, 7	Chapter 8: Food and Beverage Issues
October 9, 14	Chapter 9: Health and Wellness Issues

October 16, 21 Chapter 10: Ownership, Safety, and Repairs
October 22 Withdrawal deadline
October 23, 28 Chapter 11: The Internet, Identity Theft, and Fraud
October 30, Nov 2 Chapter 12: Being a Better Consumer of Housing and Vehicles

November 4 Part III Assignment Due
Exam: Part III (Chapter 7-12)

PART IV:

November 9, 11 Chapter 13: Saving, Banking, Debt, and Credit Issues
November 16, 18 Chapter 14: Insurance and Investment Issues
November 23-27 Thanksgiving holiday
November 30, Dec 2 Chapter 15: Consumer Issues, Ethics, and Globalization

December 7 **Part IV Assignment Due**
Appendix A: Consumer Careers and Graduate School

December Final Examination, Comprehensive, Chapters 1-15, emphasis on Chapters 13-15 (50% of exam)

*The course calendar, including exam dates, is subject to change according to unanticipated events. Changes will be announced in class.

Assignments:

An assignment is due, according to due dates on the course calendar, for each part of the course. For each assignment, you are required to locate a newspaper article that is an example of a concept/topic/subject that we have discussed in class during that part of the course. The newspaper article must be current and not older than one month from the due date of the assignment. (The newspaper article can be from the internet, but must be from a newspaper site that lists the name of the newspaper and the name and date of the article.) Follow assignment instructions carefully as a portion of the assignment grade will be based on how well you follow instructions.

- One double-spaced, typewritten page with a one-inch top, side, and bottom margins is required using Times New Roman font, 12.
- Your name should be typed one inch from the top of the page at the left margin. No other information should appear at the top of the page.
- Approximately 2/3 of the page will summarize the newspaper article and the remaining 1/3 of the class will clearly describe how the article relates to our discussion in class on that topic.
- The newspaper article, with name of paper, title of article, and date of the article MUST be stapled to the back of the paper. Articles not stapled will receive a failing grade.

- Proofread carefully. Spelling and typographical errors, as well as errors in sentence structure, will result in a lower grade. (Three mistakes and you fail rule applies.)
- Try to keep the assignment to one page; however, if you need to continue to a second page, it will be acceptable. No papers should exceed 1 ½ pages.
- Assignments will be graded as Satisfactory (S) or Unsatisfactory (U) with the combined grades for the four assignments as follows:

Four (4) Satisfactories	=	A	(95)
Three (3) Satisfactories	=	B	(85)
Two (2) Satisfactories	=	C	(75)
One (1) Satisfactory	=	D	(65)
No Satisfactories	=	F	(0-55)*

*depending on number of assignments attempted and quality of assignments.

NOTE: Failure to follow any of the assignment instructions will result in an Unsatisfactory (U) grade.

Exams:

Three exams are scheduled, including the final exam. NO MAKE-UP EXAMS will be given. If you have a documented emergency, I will discuss your options with you. Absences, other than those documented (proof in writing) and accepted by the instructor, will receive a grade of zero for the exam.

Final Evaluation:

(No Extra Credit will be given in this course. Do not ask.)

Exams, including final exam	75%
Four Assignments	25%

A	=	90-100
B	=	80-89
C	=	70-79
D	=	60-69
F	=	59 and below

Academic Honesty:

Read The University of Georgia’s policies on academic honesty at www.uga.edu/ovi/honesty/ah.pdf Each student is responsible to read and meet the standards of the school’s policies.

Accommodations Due to Disability:

If you require accommodations due to a disability, please contact me during the first week of the semester or as soon as the need for an accommodation is known.

Laptops:

Laptops are welcome in class for course-related work only. If a laptop is used during class for anything other than course-related work, you will be asked to leave the class and your final grade will be lowered by five points.

Cellphones:

Please turn your cellphone off or set it to silent during class. In the event of an emergency telephone call, please quietly leave the room to take the call.

About the Instructor:

B.S. Columbus State University
M.Ed. University of West Georgia
Ed.S. University of West Georgia
MPA. Columbus State University
Ed.D. The University of Georgia

I have taught on the college level for over 28 years. I find the current times to be exciting ones for consumer economists; therefore, I find consumer economics to be an exciting class. Consumer economics addresses who buys what, where, how, why and when. It looks at the forces that impact consumer choice in an ever-changing world. We can see that we are living in changing, and sometimes turbulent, times. It is important to know about our choices, because consumers what more “say-so” in their environment/economy.