

MDSE 2750
Consumers in a Global Market*
Fall 2020

*MDSE 2750 is a 100% online (asynchronous) course. There are no scheduled meetings for this class; however, there are windows of time on specified dates for completing exams and projects. Please check the course calendar. You may access course materials through your Canvas portal on August 24, 2020 at 8:00 a.m.

INSTRUCTOR: Christy A. Crutsinger, Ph.D.
OFFICE: Chilton Hall 330P
PHONE: 940-565-2436
EMAIL: christyc@unt.edu Please use the Canvas email tool for communication related to this course. I will respond to emails within 24 hours.
TEXT: No textbook is required for this course. Course materials are provided in Canvas throughout the semester.

OFFICE HOURS

Day	Time	Zoom Link
Tuesday	12:30 p.m. – 2:30 p.m.	https://unt.zoom.us/j/91863236381
Wednesday	1:00 p.m. – 2:00 p.m.	https://unt.zoom.us/j/97850579591
Thursday	9:30 a.m. – 10:30 a.m.	https://unt.zoom.us/j/93841326842

If these times do not work with your work or class schedule, I am happy to set up another time to meet!

COURSE DESCRIPTION

Cross-cultural comparisons using systems, human needs, and consumer behavior frameworks are integrated with critical and creative thinking processes to develop a global perspective that is sensitive to diverse consumers' needs and preferences for products and services in a global market.

COURSE OBJECTIVES

- Understand market systems in terms of economic, social, political, symbolic and physical environments
- Comprehend global diversity in systems, human needs and consumer behavioral patterns
- Recognize underlying global interdependence and the factors influencing global consumer markets
- Develop a broad understanding of commonalities and differences between cultures
- Predict global trends of lifestyle, consumption and market changes based on the analysis of past and current issues.
- Develop creative thinking that is sensitive to the diversity in global society
- Articulate in written and interactive communication an understanding of global consumer markets as they related to professionals

INSTRUCTOR COMMITMENT AND EXPECTATIONS

My teaching philosophy is one based upon mutual respect. I set high expectations, and I believe that every student has the ability to meet that standard. I am committed to your success and will respond promptly to emails, provide relevant up-to-date materials, and offer clear instructions to guide your learning. On the flip side, I expect that you stay organized, turn in projects on time, engage in the

learning process, behave professionally, and submit quality work. The sky is the limit when we are all on the same page.

COURSE POLICIES AND GENERAL INFORMATION

COURSE ANNOUNCEMENTS AND MODULES

- Weekly announcements (e.g., assignments, schedule changes) will be made on every Monday 6:00 a.m. It is a student's responsibility to check and comply with all announcements that are made on the course Announcement link.
- Weekly assigned modules will be available every Monday at 6:00 a.m. under Modules. Assigned discussions for each module are generally due each Friday (11:59 p.m.) with the exclusion of the pre-finals week.

ONLINE CLASS ATTENDANCE

- Online class attendance will be checked by a self-test for each module. Self-tests (10 pts) will be placed at the end of each module. You can attempt self-tests multiple times in order to get correct answers with the full credit of 10 points. Self-tests will not be available to take after the assigned week. Self-tests are due on Sunday evenings (11:59 p.m.).
- A student failing to check and comply with an announcement will be considered as not attending the online course for one week. No late assignments will be accepted and no make-up exams will be allowed to take after a week of the original due date unless you have an official excused university absence (e.g., medical).

ASSIGNMENTS

- Late assignments will be penalized 10% for each class calendar day.
- No excuse will be allowed for a late assignment and will not be accepted after a week of the original due date, resulting in a "0."
- All written assignments must be typed, double-spaced, one inch margin on all sides, and 12-point font.

MAKEUP EXAMS

- Makeup exams will be only given if a student contacts the instructor prior to the exam time. Students are required to provide sufficient paperwork (e.g., hospital admittance papers, court appearance) to the instructor.
- A missed exam without an excused absence will be penalized 20 pts for the exam in taking a makeup exam.
- There will be no make-up exam for the final exam.

OFFICE OF DISABILITY ACCESS (ODA)

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with ODA to verify their eligibility. If a disability is verified, ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet

with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information: [UNT Office of Disability Access](#). You may also contact ODA by phone at 940.565.4323.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor; the acquisition of tests or other material belonging to a faculty member; dual submission of a paper or project; resubmission of a paper or project to a different class without express permission from the instructors; or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. At a minimum for this class, any finding of academic misconduct on exams, quizzes, or any other graded assignment will result in a "0" for that graded activity or assignment. For additional information, please refer to UNT Policy 06.003 and the CMHT Syllabus Addendum.

COURSE RECORDINGS

Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

COVID-19 ATTENDANCE

While physical attendance is not required for this class, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to complete coursework (self-tests, discussions, exams, projects or chats) because you are ill, or unable to participate due to COVID-19 including symptoms, potential exposure, pending or positive test results, or if you have been given specific instructions to isolate or quarantine from a health care provider or a local authority. It is important that you communicate with me prior to being absent so I may make a decision about accommodating your request to be excused.

If you are experiencing any symptoms of COVID-19 please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

COURSE REQUIREMENTS

ATTENDANCE/SELF TEST (10 pts each/130 pts) Self-tests will be used to check your online class attendance. Self-tests will be assigned for each module and you can attempt multiple times until you earn full credit.

DISCUSSION (10 pts each/120 pts) Discussions will be assigned to each module. These integrated writing assignments are designed to apply course content.

COUNTRY ANALYSIS (100 pts) Students will complete a paper to develop a broad understanding of cultural diversity in terms of cultural value, consumer behavior, and market environment. More detailed instructions will be available in the course Assignments later this semester. Students will select their country via a sign-up later in the semester.

COUNTRY ANALYSIS GROUP CHAT (30 pts) Group discussion postings for comparative analysis for each country will be required for students to enhance critical thinking and broaden global perspectives and engage with other learners in this course.

TOPICAL RESEARCH PROJECT (50 pts) This writing assignment is designed to identify issues and predict trends of global consumer markets (e.g., impact of COVID-19 on tourism; EU and cross-border shopping; online shopping in the global market). More detailed instructions will be provided in the course Assignments later in the semester. Students will select their topic via a sign-up later in the semester.

TOPICAL RESEARCH GROUP CHAT (20 pts) Group discussion postings for the topical research project will be required for students to deepen their understanding of current topics and issues and engage with other learners in this course.

EXAMS (300 pts) Three exams will be given during this course, divided purposefully between items to assess experience with the reading material and familiarity with the materials presented in the modules.

GRADING SCALE

Course Activity	Possible Points	Due Date	Your Points
Attendance/Self Tests	130	Weekly	
Discussions	120	Weekly	
Country Analysis Project	100	Oct 23	
Topical Research Project	50	Nov 29	
Country Analysis Group Chat	30	Nov 1	
Topical Research Group Chat	20	Dec 2	
Exam 1	100	Sep 25	
Exam 2	100	Oct 30	
Final Exam	100	Dec 7	
Total	750		

Grades are not curved. The final semester grade will be determined as follows:

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% or below

MDSE 2750. Fall 2020 Tentative Course Schedule			
Week	Date	Online Chapters and Materials	Assignment
1	8/24 - 8/30	Course Introduction Module 1. <i>Globalization of Consumer Markets</i>	Discussion 1 Self-Test Module 1
2	8/31 - 9/6	Module 2. <i>Global Market Trends</i>	Discussion 2 Self-Test Module 2
3	9/7 – 9/13	Module 3. <i>Culture and Consumer Behavior</i>	Discussion 3 Self-Test Module 3
4	9/14 – 9/20	Module 4. <i>Consumer Needs and Global Market</i>	Discussion 4 Self-Test Module 4
5	9/21 - 9/27	Country Analysis Project Exam 1 (Modules 1-4)	Country Sign Up Exam 1, Sep 25
6	9/28- 10/4	Module 5. <i>Global Market Segmentation</i>	Discussion 5 Self-Test Module 5
7	10/5 – 10/11	Module 6. <i>Approach to Global Markets</i>	Discussion 6 Self-Test Module 6
8	10/12 – 10/18	Module 7. <i>Global Fashion Retailing and Tourism</i>	Discussion 7 Self-Test Module 7
9	10/19 – 10/25	Module 8. <i>Global Branding</i>	Discussion 8 Self-Test Module 8 Country Analysis Project, Oct 23
10	10/26 – 11/1	Exam 2 (Modules 5-8)	Country Analysis Group Chat, Nov 1 Exam 2, Oct 30
11	11/2- 11/8	Module 9. <i>Technology and Global Market Innovation</i>	Discussion 9 Self-Test Module 9
12	11/9 – 11/15	Module 10. <i>Global Market Management</i>	Discussion 10 Self-Test Module 10
13	11/16- 11/22	Module 11. <i>Global Consumerism</i>	Discussion 11 Self-Test Module 11
14	11/23- 11/29	Module 12. <i>Trends and Issues in a Global Markets</i>	Topical Research Paper, Nov 29 Self-Test Module 12 Discussion 12
15	11/30-12/6	Module 13. <i>Challenges for Going Global</i>	Topical Research Group Chat, Dec 2 Self-Test Module 13
16	12/7	Final exam (Modules 9-12)	Dec. 7