MDSE 2750
Consumers in a Global Market
Fall 2026 8 W2

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

1. Identify market system forces including economic, social, political, symbolic and physical environments.
2. Discuss systems of global diversity, human needs and how they relate to consumer behavioral patterns regarding clothing and other products.
3. Define global interdependence and the factors influencing global consumer markets.
4. Articulate commonalities and differences between culture.
5. Classify global trends of lifestyle, consumption of apparel and other products, and market changes based on analysis of market trends.
6. Identify creative thinking in a diverse global society.
7. Articulate your understanding of global consumer markets in a professional manner through your writing and interactions with fellow classmates.

Instructor:	Dr. Kiseol Yang
Office:	Chilton 342 C
Phone:	Office: (940) 369-6629, Main office: (940) 565-2436
Blackboard:	https://unt.instructure.com/ Students must know their EUID and password to access the course Canvas
E-mail:	Kiseol.Yang@unt.edu or Canvas -mail (Preferred e-mail method) E-mails will be checked and replied every Monday and Wednesday mornings.
Office Hours:	Mon: 11am- 1 pm or Zoom office hours by appointment
Text:	No textbook is required for the course. Course materials will be provided on Canvas and other readings will be assigned.

COURSE REQUIREMENTS AND GENERAL INFORMATION

Course Announcement and Materials

- Weekly announcement (e.g., assignments, schedule changes) will be made on every Monday 6 AM. It is an individual student's responsibility to check and comply all announcements that are made on the course Announcement
- Weekly assigned modules will be available on every Monday 6:00 AM under Modules.

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 for multiple times in order to get correct answers with full 10 pts. Self-test will not be available to take after the assigned week.
- A student failing to check and comply an announcement will be considered as not attending the online course for one week. No late assignment will be accepted and no make-up exam will be allowed to take after a week of the original due date.

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.

AI Policy

Submitting assignments that use Generative AI without proper citation or indication of its use is plagiarism. It is a substitute for your own creative thought and effort. Your brain continues to develop and make connections throughout your life; train your brain, not AI. Dr. Yang will monitor AI use and will check students' work for ethical use according to the following policies.

- More than 30% of AI generated content used in your work without any citations will be considered plagiarism and no credit will be given to the assignment.
- If you have a work using generative AI generated content, you must disclose and cite its use by including citations in APA style, but Generative AI content will still limit less than 30 % of your work although you provide citations.
- When you cite generated AI generated content, please use the following APA style:

-In-text citation: (Name of the Generative AI Platform, Year).
-Reference:
Name of the Generative AI Platform. (year). *Name of the Generative AI Tool* (date version) [Large language model]. The URL for the Generative AI Tool

For example. If you use ChatGPT, the in-text citation and reference format will be:
-In-text citation: (OpenAI, 2023)
-Reference:
OpenAI. (2023). *ChatGPT* (Mar 14 version) [Large language model] https://chat.openai.com/chat

- When you cite the content from Generative AI, it is your responsibility for checking fictitious information, being wrong, and oversimplified, low quality, or generic results before submitting the assignment. Be aware that Generative AI also tends to replicate and amplify any biases or inaccuracies that exist in the training sources or the Internet.
- To protect student data privacy, students are prohibited from the submission of personally identifying information to Generative AI.

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, funeral program, and 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*.

Course Activity	Possible Points	Due Date
Module Self-Test	120	
Discussions	60	
Country Analysis Project	100	11/8
Topical Research Project	50	11/22
Country Analysis Project Discussion	30	
Topical Research Project Discussion	20	
Exam 1	100	10/26-11/1
Exam 2	100	11/9-15
Final Exam	100	12/7-11
Total	680	

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

A = 90-100% (612 pts-680 pts)
B = 80-89.9% (544 pts-611 pts)
C = 70-79.9% (476 pts-543 pts)
D = 60-69.9% (408 pts-475 pts)
F = 59.9% or below (407 pts or under)

Consumers in a Global Market: MDSE 2750- 8 Week Fall 26 Tentative Course Schedule			
Week	**Date**	**Online Chapters and Materials**	**Readings/ Assignment**
1	10/12 - 10/18	Introduction to the course Module 1. Globalization of Consumer Market Module 2. Global Market Trends	Modules 1 & 2 self-quizzes Discussion 1
2	10/19 - 10/25	Module 3. Culture and Consumer Behavior Module 4. Consumer Needs and Global Market Country Analysis Project Guideline	Modules 3 & 4 self-quizzes Discussion 2
3	10/26 - 11/1	**Exam 1** (Modules 1- 4): Available to take between 12:01 am, 10/26- 11:59 pm, 11/1, CST Module 5. Global Market Segmentation	Module 5 self-quiz
4	11/2 - 11/8	Module 6. Approach to Global Markets Module 7. Global Fashion Retailing and Tourism	Modules 6 & 7 self-quizzes Discussion 3 Country Analysis Project Due (Nov 8)
5	11/9 - 11/15	Module 8. Global Branding Country Analysis Project Discussion **Exam 2** (Modules 5 - 8): Available to take between 12:01 am, 11/9- 11:59 pm, 11/15 CST Topical Research Project Guideline	Module 8 self-quiz Discussion 4 Country Analysis Project Discussion
6	11/16 - 11/22	Module 9. Technology and Global Market Innovation Module 10. Global Market Management	Modules 9 & 10 self-quizzes Discussion 5 Topical Research Project Due (Nov 22)
7	11/30 12/6	Module 11. Global Consumerism Topical Research Project Discussion (Topic Group Discussion)	Module 11 self-quiz Discussion 6 Topical Research Project Discussion
8	12/7 - 12/11	Module 12. Challenges for Going Global **Final exam** (Modules 9 -12) Available to take between 12:01 am, 12/7- 11:59 pm, 12/11, CST	Module 12 self-quiz Course Reflection (Extra Credit 10 pts)