

**MDSE 2750**  
**Consumers in a Global Market**  
**Summer II 2026**

**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 system in terms of economic, social, political, symbolic and physical environments
- Comprehend global diversity in system, 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 analysis of past and current issues over the Internet activities
- Develop creative thinking that is sensitive to the diversity in global society
- Articulate in written and interactive communication on understanding of global consumer markets as they related to professionals

**Instructor:** Dr. Kiseol Yang  
**Office:** Chilton 342 C  
**Phone:** Office: (940) 369-8210, Main office: (940) 565-2436  
**Internet:** <https://unt.instructure.com>  
Students must know their EUID and password to access Canvas  
**E-mail:** Canvas message tool is a preferred contact method.  
[Kiseol.Yang@unt.edu](mailto:Kiseol.Yang@unt.edu)  
**Office Hours:** By appointment only (using Zoom)  
**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 Saturday (before the assigned week) 6:00 AM** under **Modules** menu.

**Online Class Attendance**

- Online class attendance will be checked by a **self-test** for each module. **Self-test (10pts) will be placed at the end of each module.** You can attempt a self-test for multiple times in order to reach 10 pts during the assigned week. 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 student 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 ToolFor 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 systems.

## Make-up Exams

- Make-up exams will only be 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% for the exam in taking a makeup exam.***
- There will be no make-up exam for the final exam.

## Grade Determination

- **Self-Test (10 pts each/120 total pts):** Self-test will be used to check your online class attendance. Self-test will be assigned for each module and you can take it as many as possible for getting full pts.
- **Discussion (10 pts each/ 110 total pts):** Discussions will be assigned to each module.
- **Country Analysis Project (100 pts):** Comparative analysis of global consumers and global markets. More detail instruction is provided in the course Assignments menu.

- **Discussion for Country Analysis Project (30 pts):** Discussions postings for comparative analysis for the country selected by a student for the project will be required for students to enhance critical thinking and broaden global perspectives.
- **Exams (100 pts each/ 300 total pts):** Exam questions are derived from course materials, discussions, and assignments.

Course Activity	Possible Points	Due Date
Self-Test	120	
Discussions 1-10	100	
Discussion 11	30	1 <sup>st</sup> : 7/22, 2 <sup>nd</sup> : 7/24
Country Analysis Project	100	7/19
Discussion for Country Analysis Project	30	1 <sup>st</sup> : 7/21, 2 <sup>nd</sup> : 7/23
Exam 1	100	7/1
Exam 2	100	7/15
Final Exam	100	7/24
<b>Total</b>	<b>680</b>	

**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)

<b>CONSUMERS IN A GLOBAL MARKET: MDSE 2750</b> TENTATIVE COURSE CALENDAR – Summer II 2026			
Week	Dates	Modules & Materials	Readings/ Assignment
1	6/22- 6/28	Introduction, Modules 1, 2, & 3	Discussions 1, 2, & 3 Self-tests 1, 2, & 3
2	6/29- 7/5	Modules 4 & 5 Instruction for Country Analysis Project Exam 1 (July 1, Wed)	Discussions 4 & 5 Self-tests 4 & 5 Exam 1 (July 1)
3	7/6- 7/12	Modules 6, 7, & 8	Discussions 6, 7, & 8 Self-tests 6, 7, & 8
4	7/13- 7/19	Modules 9 & 10 Exam 2 (July 15, Wed)	Discussions 9 & 10 Self-tests 9 & 10 Country Analysis Project (July 19) Exam 2 (July 15)
5	7/20- 7/24	Modules 11 & 12 Final Exam (July 24, Fri)	Discussion 11(1 <sup>st</sup> : July 22, 2 <sup>nd</sup> : July 24) Country Analysis Project Discussion (1 <sup>st</sup> : July 21, 2 <sup>nd</sup> : July 23) Self-tests 11 & 12 Course Reflection (10 pts extra credit by July 23) Final exam (July 24, Fri)