

**MDSE 2750**  
**Consumers in the Global Market**  
**Spring 2013**  
**Internet**

**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 342F  
**Phone:** Office: (940) 369-8210, Main office: (940) 565-2436  
**Blackboard:** <https://learn.unt.edu>  
Students must know their EUID and password to access Blackboard  
**E-mail:** [Kiseol.Yang@unt.edu](mailto:Kiseol.Yang@unt.edu)  
or Blackboard e-mail (Preferred e-mail method)  
E-mails will be checked and replied every Monday and Wednesday morning.  
**Office Hours:** M: 9:30 am-12:00 am, or by appointment  
W: 9:30 am-12:00 am, or by appointment  
**Text:** No textbook is required for the course.  
Course materials will be provided on Blackboard and other readings will be assigned.

**COURSE REQUIREMENTS AND GENERAL INFORMATION**

**Course Announcement and Materials**

- Important announcement (e.g., assignments, schedule changes) will be made on ***every Monday 8 AM*** and will stay on the course homepage for one week. ***It is an individual student's responsibility to check and comply all announcements that are made on the course home page.***

- Each chapter will be posted on every Monday 8:00 AM under Learning Modules section in the course Blackboard.

### Online Class Attendance

- Online class attendance will be checked by a self-test in the end of each chapter. Self-test (10pts) will be placed at the end of each chapter and it will be available only one week .You can attempt a self-test for multiple times in order to get correct answers with full 10 pts.
- A student fails to check and comply an announcement will be *considered as not attending the online course* for one week.

### Assignments

- Late assignments and 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, 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.

### Grade Determination

- **Class Attendance (10 pts each/120 total pts):** Self-test will be used to check your online class attendance for each week. Self-test will be assigned for each chapter and you can attempt to as many as possible for getting full pts.
- **Discussion (10 pts each/ 110 total pts):** A discussion will be assigned in each chapter.
- **Interview Assignment (50 pts):** Interview at least two international people using a value survey questionnaire. Detail instruction will be provided on the course homepage.
- **Country Analysis Project (100 pts):** Comparative analysis of global consumers. More detail instruction will be provided on the course homepage.
- **Topical Research Project (50 pts):** Research for trends and issues in a global market. More detail instruction will be provided on course homepage.
- **Group Discussion 1 (30 pts):** Group discussion postings for comparative analysis for each country will be required for students to enhance critical thinking and broaden global perspectives.
- **Group Discussion 2 (20 pts):** Group discussion postings for topical research project will be required for students to deepen their understanding of the topical issues.
- **Exams (100 pts each/ 300 total pts):** Exam questions are derived from course materials, discussions, and assignments.

<b>Course Activity</b>	<b>Possible Points</b>	<b>Due Date</b>	<b>Your Points</b>
Class Attendance (Self-test pts)	120		
Discussions	110		
Interview Assignment	50	2/22	
Country Analysis Project	100	3/22	
Topical Research Project	50	4/26	
Group Discussion 1	30		
Group Discussion 2	20		
Exam 1	100	2/14	
Exam 2	100	3/28	
Final Exam	100	5/8	
<b>Total</b>	<b>780</b>		

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

A = 90-100% (702 pts-780 pts)  
 B = 80-89.9% (624 pts-701 pts)  
 C = 70-79.9% (546 pts-623 pts)  
 D = 60-69.9% (468 pts-545 pts)  
 F = 59.9% or below (467 pts or under)

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## **CMHT ACADEMIC REQUIREMENTS**

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### **ADMISSION AND PRE-MAJOR REQUIREMENTS**

Beginning Fall 2012, students entering UNT who wish to pursue the Bachelor of Science with a major in merchandising, home furnishings merchandising or digital retailing enter as pre-majors. Before applying to major status, pre-majors must complete at least 30 hours of college course work. Courses vary by major so it is important to discuss with a CMHT adviser.

### **ACADEMIC REQUIREMENTS**

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.50 on all courses completed at

UNT beginning in Fall 2012. First term/semester transfer students must have a transfer grade point average of 2.50.

- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality & Tourism (CMHT) include:
  - A minimum GPA of at least 2.50 on all courses completed at UNT.
  - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGH.
  - A minimum of 2.50 GPA in all work attempted, including transfer, correspondence, extension and residence work.
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- **Important for Timely Graduation**

A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation.

**For additional information regarding requirements and policies, refer to the 2012-2013 Undergraduate Catalog.**

### **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP)** **UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.**

Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

### **ACADEMIC ADVISING**

- The CMHT Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

▪ **Departmental Contact Information (Chilton Hall 385):**

CMHT Advising Director	Kelly Ayers	940.565.3518
Advisor	Keeley Simpson	940.369.5304
Advisor	Sarah Kim	940.565.2434

- Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.
- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (January 28) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. CMHT will not be able to reinstate students for any reason after the 12<sup>th</sup> class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

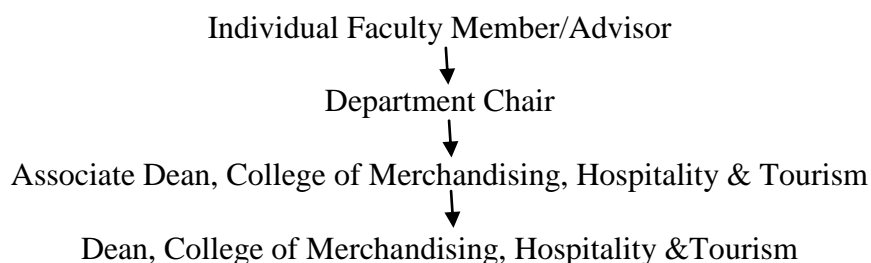
### **IMPORTANT Spring 2013 DATES**

January 21	Martin Luther King, Jr. Day – University Closed
January 28	Census Date – Students cannot be added to courses for any reason
January 29	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 4	Graduation applications due
February 25	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 11-17	Spring Vacation – classes do not meet
March 26	Last day for a student to drop a course with consent of instructor.
April 1	Early registration begins by classification for summer and fall 2013.
April 19	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 27-May 2	Pre-finals week
May 3	Reading day. No classes.
May 4-10	Finals week.
May 10-11	Commencement – Details to be announced.

### **ACADEMIC ORGANIZATIONAL STRUCTURE**

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or advisor** who will then help you navigate the Chain of Command shown below:

**University of North Texas  
CMHT Academic Chain of Command**



**OFFICE OF DISABILITY ACCOMMODATIONS**

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of 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 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 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 see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

**COURSE SAFETY STATEMENTS**

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health

and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

### **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. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

### **ACCEPTABLE STUDENT BEHAVIOR**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu)

### **CLASSROOM POLICIES**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

## **STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

## **FINAL EXAM POLICY**

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

## **ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

## **COURSES IN A BOX**

Any Merchandising or Digital Retailing equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Merchandising and Digital Retailing degree plans requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

## **IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:  
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.



(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

**Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

## **EMERGENCY NOTIFICATION & PROCEDURES**

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. **In the event of a university closure check your Eagle Connect email and check into your Blackboard course to receive information regarding your specific classes.**

<b>CONSUMER IN A GLOBAL MARKET: MDSE 2750</b> <b>COURSE CALENDAR – Spring 2013</b>			
<b>Week</b>	<b>Date</b>	<b>Online Chapters and Materials</b>	<b>Readings/ Assignment</b>
1	Jan 14- Jan 20	Introduction to the course Ch 1. Globalization of Consumer Market	Student information/ Discussion 1
2	Jan 21- Jan 27	Ch 2. Global Market Trends	Discussion 2
3	Jan 28- Feb 3	Ch 3. Culture and Consumer Behavior & Global Consumer Interview	Discussion 3
4	Feb 4- Feb 10	Ch 4. Consumer Needs and Global Market	Discussion 4
5	Feb 11- Feb 17	Country Analysis Project <b>Feb 14 (Thursday): Exam 1 (CH 1 ~ CH 4)</b>	Country Sign Up
6	Feb 18- Feb 24	Ch 5. Global Market Segmentation	Discussion 5 Interview Assignment (2/22)
7	Feb 25- Mar 3	Ch 6. Approach to Global Markets	Discussion 6
8	Mar 4- Mar 10	Ch 7. Global Fashion Retailing and Tourism	Discussion 7
9	Mar 18- Mar 24	Ch 8. Global Branding	Discussion 8 Country Analysis Project Due (3/22)
10	Mar 25- Mar 31	Group Discussion 1 for Country Analysis <b>Mar 28 (Thursday): Exam 2 (CH 5 ~ CH 8)</b>	Group Discussion 1
11	Apr 1- Apr 7	Ch 9. Technology and Global Market Innovation	Discussion 9
12	Apr 8- Apr 14	Ch 10. Global Market Management & Topical Research Project	Discussion 10 Topic Sign Up
13	Apr 15- Apr 21	Ch 11. Global Consumerism	Discussion 11
14	Apr 22- Apr 28	Ch 12. Trends and Issues in a Global Market	Topical Research Project Due (4/26)
15	Apr 29- May 5	Group Discussion 2 for Topical Research	Group Discussion 2
16	May 6- May 10	<b>Final Exam: May 8 (CH 9-CH12)</b>	