

**MDSE 2750**  
**Consumers in a Global Market**  
**Spring 2015**

**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 F  
**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 mornings.  
**Office Hours:** Tues/Thurs: 11:00 am-1:30 pm, 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. You can attempt a self-test for multiple times in order to get correct answers with full 10 pts during the assigned week.
- A student fails to check and comply an announcement will be *considered as not attending the online course* for one week and 10 pts will be counted off from online class attendance.

### 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, 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. The opportunity taking makeup exam will be given only one time for each individual student when the student contacts the instructor within one week of the exam date.

### 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	2/27	
Country Analysis Project	100	3/27	
Topical Research Project	50	5/1	
Group Discussion 1	30		
Group Discussion 2	20		
Exam 1	100	2/19	
Exam 2	100	4/2	
Final Exam	100	5/13	
<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 SYLLABUS STATEMENTS**

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### **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**

- All pre-majors are required to meet with their Academic Advisor and receive an advising code to register for classes *each semester*. ALL students should meet with their Academic Advisor at least

one time per semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

▪ **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**

Sarah Kim, M.S.	Merchandising A-K
Brittany Barrett, MSIS	Merchandising L-Z
Jaymi Wenzel	Hospitality Management A-K
Philip Aguinaga, M.Ed.	Hospitality Management L-Z
Kelly Ayers, M.Ed.	Home Furnishings & Digital Retailing

**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. Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class. Students who have not met prerequisites will not be allowed to remain in a course. Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

**Payment Deadline**

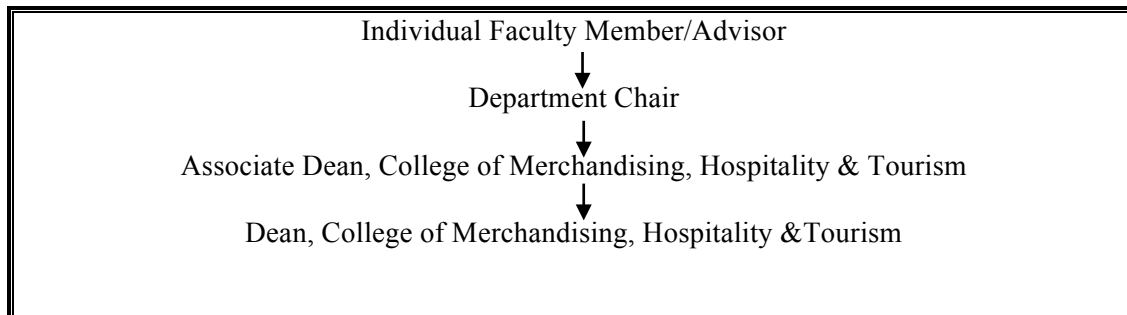
It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (August 29) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking 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 2015 DATES**

January 19	MLK Day (UNT closed)
January 20	First class day
January 23	Last day to change of schedule other than a drop (last day to add a class)
Feb 3	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
Feb 4	Kip Tindell, CEO, Container Store, "Conscious Capitalism" – Executive + Scholar Lecture Series (10 am – 12 Noon)
March 3	Beginning this date, instructors may drop students with a grade of WF for nonattendance.
March 16 – 22	Spring Break (no classes)
April 24	Last day to withdraw from the semester
May 7	Last day of class
May 8	Reading day. No classes.
May 9 - 15	Finals week.
May 16	Commencement – Details to be announced.

## CMHT Protocol

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



## 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 medial 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. Students will receive “F” for the course when Academic dishonesty is identified.

## **EXPECTED STUDENT BEHAVIOR**

Student behavior is expected to be respectful of both other students and faculty. 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)

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 CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan 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.**

## DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. *This must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

## 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, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure. In the event of a university closure, this course will be continued via online.



<b>Consumers in a Global Market: MDSE 2750</b> <b>Spring 2015 Tentative Course Schedule</b>			
<b>Week</b>	<b>Date</b>	<b>Online Chapters and Materials</b>	<b>Readings/ Assignment</b>
1	Jan 20-25	Introduction to the course Ch 1. Globalization of Consumer Market	Student information/ Discussion 1
2	Jan 26-Feb 1	Ch 2. Global Market Trends	Discussion 2
3	Feb 2-8	Ch 3. Culture and Consumer Behavior & Global Consumer Interview	Discussion 3
4	Feb 9-15	Ch 4. Consumer Needs and Global Market	Discussion 4
5	Feb 16-22	Country Analysis Project <b>Feb 19 (Thursday): Exam 1 (CH 1 ~ CH 4)</b>	Country Sign Up
6	Feb 23-Mar 1	Ch 5. Global Market Segmentation	Discussion 5 Interview Assignment (2/27)
7	Mar 2-8	Ch 6. Approach to Global Markets	Discussion 6
8	Mar 9-15	Ch 7. Global Fashion Retailing and Tourism	Discussion 7
9	Mar 16-22	Spring Break (No Class)	
10	Mar 23-29	Ch 8. Global Branding	Discussion 8 Country Analysis Project Due (3/27)
11	Mar 30- Apr 5	Group Discussion 1 for Country Analysis <b>Apr 2 (Thursday): Exam 2 (CH 5 ~ CH 8)</b>	Group Discussion 1
12	Apr 6- 12	Ch 9. Technology and Global Market Innovation	Discussion 9
13	Apr 13-19	Ch 10. Global Market Management & Topical Research Project	Discussion 10 Topic Sign Up
14	Apr 20- 26	Ch 11. Global Consumerism	Discussion 11
15	Apr 27-May 3	Ch 12. Trends and Issues in a Global Market	Topical Research Project Due (5/1)
16	May 4 -10	Group Discussion 2 for Topical Research	Group Discussion 2
17	May 11-15	<b>Final Exam May 13 (CH 9-12)</b>	