

MDSE 2750: Consumers in a Global Market

Instructor Contact

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Communication Expectations: I will review my email during normal business hours Monday – Friday from 8:00 a.m. to 5:00 p.m. When you send an email, use “MDSE 2750” as a subject line. My goal is to provide responses within 24 hours of your email communication. E-mail will be our primary tool for student/instructor communication in this course.

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 Structure

This course is 100% online course, consisting of 12 modules for 8 weeks.

Course Prerequisites or Other Restrictions

No prerequisites for the course.

Course Objectives

By the end of this course, students will be able to:

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.
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 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.

Materials

There are no required texts for this course. In each module there will be links to required reading in the "Reading Desk" area of each module introduction. You will also find several additional resources (not required) throughout the course. Additional learning content will help you complete homework assignments and will also be on quizzes.

Teaching Philosophy

Through this course, my teaching will be focused on enhancing individual students' academic performance and evoking their full potentials. I will judge students' potential via evaluation focused on their effort and integrity. By means of the students' performance both in and out of class, I am committed to promoting active learning and to helping students develop their unique talents. Therefore, my teaching is conducted in such a way as to appeal to the best in each of students' potentials and to develop their capabilities to pursue their success in academics and society.

Technical Requirements & Skills

Minimum Technology Requirements and Digital Literacy

Please familiarize yourself with the technical requirements to complete this online course:

- Sending and receiving email
- Creating, sending, and receiving Microsoft Word documents
- Posting to discussion boards
- Printing Word documents OR opening and printing pdf files, using free [Adobe Acrobat Reader](#)

Rules of Engagement

This course is 100% offered online learning platform, which is in fact a classroom. When you communicate with both your peers and your instructor, certain behaviors are expected as the followings:

- Use clear and concise language
- Use correct spelling and grammar
- Avoid slang terms such as "wassup?" and texting abbreviation such as "u" instead of "you"
- Use standard fonts such as Times New Roman and use a size 12 font
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING
- Limit and possibly avoid the use of emoticons like :)
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive
- Be careful with personal information
- In sending an email to your instructor or classmates, be sure you REALLY want everyone to receive your response when you click, "reply all"

- When posting on the Discussion Board:
 - Always give proper credit when referencing or quoting another source
 - Be sure to read all messages in a thread before replying
 - Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point
 - Always be respectful of others’ opinions even when they differ from your own
 - When you disagree with someone, you should express your offering opinion in a respectful, non-critical way
 - Do not make personal or insulting remarks

Please read through this [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

Success in an Online Course

- Weekly announcement (e.g., assignments, schedule changes) will be made on **every Monday morning. It is an individual student's responsibility to check and comply all announcements that are made on the course Announcement**
- Online class attendance will be checked by a quiz for each module. **A graded module quiz (10 pts) will be placed at the end of each module.** You can attempt quizzes for multiple times in order to get correct answers with full 10 pts. Each module quiz 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.

General tips from to be succeeded in an online course can be found in the following link, [“How to Succeed as an Online Student”](https://clear.unt.edu/teaching-resources/online-teaching/succeed-online) (https://clear.unt.edu/teaching-resources/online-teaching/succeed-online).

Getting Help

Technical Assistance

Minimum Technical Skills Needed: Minimum technical skills include the ability to navigate and use the Coursera learning management system on a regular basis. Students are responsible for all devices (i.e. computers, printers, iPads, cell phones, scanners) and reliable internet connection during all required work in this class. Late assignments, retakes, and/or make-ups will not be granted due to electronic malfunctions. Plan ahead and have a back-up plan in place. For technical assistance in Coursera, please contact: [Learner Help Center](#)

Student Support Services

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Other student support services offered by UNT include

- [Registrar](https://registrar.unt.edu/registration) (https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (https://deanofstudents.unt.edu/resources/food-pantry)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)
- [MathLab](https://math.unt.edu/mathlab) (https://math.unt.edu/mathlab)

Course Requirements

Assignment	Points Possible	Percentage of Final Grade
Quizzes – Each module (12 quizzes)	120 points	
Discussions –6 discussions	60 points	
Country Analysis Project	100 points	
Topical Research Project	50 points	
Project Discussions <ul style="list-style-type: none">• Discussion for Country analysis project• Discussion for Topical research project	30 points 20 points	

Assignment	Points Possible	Percentage of Final Grade
Exams Exam 1, Exam 2, and Final Exam	300 points	
Total Points Possible	680 points	

Grading

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)

Course Policies

Assignment Policy

- 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.

Examination Policy

- Exams will be open-book exams.
- Make-up 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.**
- There will be **no make-up exam for the final exam.**

Instructor Responsibilities and Feedback

If you have a question for the course, please contact me via email and I will try to respond within 24 hours on weekdays (usually sooner). Please do not expect a response over the weekend.

Normally, I will return feedback on all written assignments within 10 days of the due date. However, if I see that I will be unable to return your feedback that quickly I will post an Announcement to let everyone know when it can be expected.

Attendance Policy

- Online class attendance will be checked by a quiz for each module. **A graded module quiz (10 pts) will be placed at the end of each module.** You can attempt quizzes for multiple times in order to get correct answers with full 10 pts. Each module quiz 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.

Syllabus Change Policy

This course schedule is subject to change when the instructor determines it necessary for this course benefits. Other assignments may be added as deemed necessary to meet the course objectives.

Announcements

You will be notified of any changes to the course or other pertinent information via the announcements with the Learning Management System (Coursera). Therefore, it is essential that you have your email notifications set up properly so that you see these announcements in a timely fashion. Notifications are sent to the email address associated with your Coursera account (generally your UNT email).

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert specific sanction or academic penalty for specific academic integrity violation.]

ADA Policy

UNT makes 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 a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students 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. For additional information see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like

chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Data Policy

Coursera products and services are provided by Coursera Inc. Please see the [Coursera Data Privacy Page](https://www.coursera.org/about/privacy) (<https://www.coursera.org/about/privacy>) for more information on acceptable use, copyright and more.

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. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

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 an 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 Student and Scholar Services Office. ISSS 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, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver and Release Form

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students'

images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.