

MDSE 2750
Consumers in a Global Market
Spring 2020

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
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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/Wed: 10:30 A.M - 12:30 P.M 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

- 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.

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.

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. More detailed instruction will be available in the course Assignments menu on Feb 10.
- **Topical Research Project (50 pts):** Research for trends and issues in a global market. More detailed instruction will be provided on April 6.
- **Group Discussion 1 (30 pts):** Group discussions 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 discussions postings for topical research project will be required for students to deepen their understanding of the topic and issues.
- **Exams (100 pts each/ 300 total pts):** Exam questions are derived from course materials, discussions, and assignments.

Course Activity	Possible Points	Due Date	Your Points
Class Attendance (Self-test pts)	120		
Discussions	110		
Country Analysis Project	100	3/20	
Topical Research Project	50	4/24	
Group Discussion 1	30		
Group Discussion 2	20		
Exam 1	100	2/14	
Exam 2	100	3/27	
Final Exam	100	5/5	
Total	780		

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

A = 90-100% (657 pts-730 pts)
 B = 80-89.9% (584 pts-656 pts)
 C = 70-79.9% (511 pts-583 pts)
 D = 60-69.9% (438 pts-510 pts)
 F = 59.9% or below (437 pts or under)

Consumers in a Global Market: MDSE 2750 Spring 2020 Tentative Course Schedule			
Week	Date	Online Chapters and Materials	Readings/ Assignment
1	1/13 - 1/19	Introduction to the course Module 1. Globalization of Consumer Market	Discussion 1 (Jan 20)
2	1/20 - 1/26	Module 2. Global Market Trends	Discussion 2
3	1/27 - 2/2	Module 3. Culture and Consumer Behavior	Discussion 3
4	2/3 - 2/9	Module 4. Consumer Needs and Global Market	Discussion 4
5	2/10 - 2/16	Country Analysis Project Exam 1 (Modules 1-4) on Feb 14 (Friday)	Country Sign Up
6	2/17 - 2/23	Module 5. Global Market Segmentation	Discussion 5
7	2/24 - 3/1	Module 6. Approach to Global Markets	Discussion 6
8	3/2 - 3/8	Module 7. Global Fashion Retailing and Tourism	Discussion 7
9	3/9 - 3/15	Spring Break (No Class)	3/9 - 3/15
10	3/16 - 3/22	Module 8. Global Branding	Discussion 8 Country Analysis Project Due (3/20)
11	3/23 - 3/29	Group Discussion 1 for Country Analysis Project Exam 2 (Modules 5-8) on March 27 (Friday)	Group Discussion 1
12	3/30 - 4/5	Module 9. Technology and Global Market Innovation	Discussion 9
13	4/6 - 4/12	Module 10. Global Market Management & Topical Research Project	Discussion 10 Topic Sign Up
14	4/13 - 4/19	Module 11. Global Consumerism	Discussion 11
15	4/20 - 4/26	Module 12. Trends and Issues in a Global Market	Topical Research Project Due (4/24)
16	4/27 - 5/3	Group Discussion 2 for Topical Research	Group Discussion 2
17	5/4 - 5/8	Final exam (Modules 9-12) on May 5 (Tuesday)	