

MDSE 2750
Consumers in a Global Market
Spring 2022

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 the analysis of past and current issues.
- 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 330 M
Phone: Office: (940) 369-6629, Main office: (940) 565-2436
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: 9-10 am or Zoom office hours by appointment
Text: No textbook is required for the course.
Course materials will be provided on Canvas and other readings will be assigned.

Course Activity	Possible Points	Due Date	Your Points
Module Self-Test	120		
Discussions	110		
Country Analysis Project	100	3/27	
Topical Research Project	50	5/1	
Group Discussion 1	30		
Group Discussion 2	20		
Exam 1	100	2/18	
Exam 2	100	4/1	
Final Exam	100	5/12	
Total	730		

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 2022 Tentative Course Schedule			
Week	Date	Online Chapters and Materials	Readings/ Assignment
1	1/18 - 1/23	Introduction to the course Module 1. Globalization of Consumer Market	Discussion 1
2	1/24 - 1/30	Module 2. Global Market Trends	Discussion 2
3	1/31 – 2/6	Module 3. Culture and Consumer Behavior	Discussion 3
4	2/7 - 2/13	Module 4. Consumer Needs and Global Market	Discussion 4
5	2/14- 2/20	Country Analysis Project & Country Sign up Exam 1 (Modules 1-4) on Feb 18 (Friday)	Country Sign Up
6	2/21 - 2/27	Module 5. Global Market Segmentation	Discussion 5
7	2/28 - 3/6	Module 6. Approach to Global Markets	Discussion 6
8	3/7 - 3/13	Module 7. Global Fashion Retailing and Tourism	Discussion 7
9	3/14 - 3/20	Spring Break	
10	3/21 - 3/27	Module 8. Global Branding	Discussion 8 Country Analysis Project Due (3/27)
11	3/28 - 4/3	-Group Discussion 1 for Country Analysis Project -Exam 2 (Modules 5-8) on Apr 1 (Friday) -Topical Research Project Guideline & Topic Sign up	Group Discussion 1 Topic Sign Up
12	4/4 - 4/10	Module 9. Technology and Global Market Innovation	Discussion 9
13	4/11 - 4/17	Module 10. Global Market Management	Discussion 10
14	4/18 - 4/24	Module 11. Global Consumerism	Discussion 11
15	4/25 – 5/1	Module 12. Challenges for Going Global	Topical Research Project Due (5/1) Course Reflection
16	5/2- 5/8	Group Discussion 2 for Topical Research	Group Discussion 2
17	5/9-5/13	Final exam (Modules 9-12) on May 12 (Thursday)	