

MDSE 2750
Consumers in a Global Market
Spring 2023

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 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.

Course Activity	Possible Points	Due Date	Your Points
Module Self-Test	120		
Discussions	110		
Country Analysis Project	100	3/26	
Topical Research Project	50	4/30	
Country Analysis Project Discussion	30		
Topical Research Project Discussion	20		
Exam 1	100	2/17	
Exam 2	100	3/31	
Final Exam	100	5/11	
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 2023 Tentative Course Schedule			
Week	Date	Online Chapters and Materials	Readings/ Assignment
1	1/17 - 1/22	Introduction to the course Module 1. Globalization of Consumer Market	Discussion 1
2	1/23 - 1/29	Module 2. Global Market Trends	Discussion 2
3	1/30 – 2/5	Module 3. Culture and Consumer Behavior	Discussion 3
4	2/6 - 2/12	Module 4. Consumer Needs and Global Market	Discussion 4
5	2/13- 2/19	Country Analysis Project & Country Sign up Exam 1 (Modules 1-4) on Feb 17 (Friday)	Country Sign Up
6	2/20 - 2/26	Module 5. Global Market Segmentation	Discussion 5
7	2/27 - 3/5	Module 6. Approach to Global Markets	Discussion 6
8	3/6 - 3/12	Module 7. Global Fashion Retailing and Tourism	Discussion 7
9	3/13 - 3/19	Spring Break	
10	3/20 - 3/26	Module 8. Global Branding	Discussion 8 Country Analysis Project Due (3/26)
11	3/27 - 4/2	-Country Analysis Project Discussion -Exam 2 (Modules 5-8) on Mar 31 (Friday) -Topical Research Project Guideline & Topic Sign up	Country Analysis Project Discussion Topic Sign Up
12	4/3 - 4/9	Module 9. Technology and Global Market Innovation	Discussion 9
13	4/10 - 4/16	Module 10. Global Market Management	Discussion 10
14	4/17 - 4/23	Module 11. Global Consumerism	Discussion 11
15	4/24 – 4/30	Module 12. Challenges for Going Global	Topical Research Project Due (4/30) Course Reflection
16	5/1- 5/7	Topical Research Project Discussion	Topical Research Project Discussion
17	5/8-5/12	Final exam (Modules 9-12) on May 11 (Thursday)	