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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Phone:	Office: (940) 369-8210, Main office: (940) 565-2436
Internet:	https://unt.instructure.com
	Students must know their EUID and password to access Blackboard
E-mail:	Canvas message tool is a preferred contact method.
	Kiseol.Yang@unt.edu
Office Hours:	By appointment only (using Zoom)
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 Saturday (before the assigned week) 6:00 AM* under *Modules* menu.

Online Class Attendance
- Online class attendance will be checked by a *self-test* for each module. *Self-test (10pts) will be placed at the end of each module*. You can attempt a self-test for multiple times in order to reach 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 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.
- Use of AI generated content: Any credit will be given to an assignment which includes more than 20 % AI generated content.

Make-up Exams
- Make-up exams will only be 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.

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 and global markets. More detail instruction is provided in the course Assignments menu.
- **Discussion for Country Analysis Project (30 pts)**: Group discussions postings for comparative analysis for each country will be required for students to enhance critical thinking and broaden global perspectives.
- **Exams (100 pts each/ 300 total pts):** Exam questions are derived from course materials, discussions, and assignments.

Course Activity	Possible Points	Due Date
Self-Test	120	
Discussions	110	
Country Analysis Project	100	7/23
Discussion for Country Analysis Project	30	1st: 7/26, 2nd: 7/27
Exam 1	100	7/6
Exam 2	100	7/19
Final Exam	100	7/28
Total	660	

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

A = 90-100% (594 pts-660 pts)
B = 80-89.9% (528 pts-593 pts)
C = 70-79.9% (462 pts-527 pts)
D = 60-69.9% (396 pts-461 pts)
F = 59.9% or below (395 pts or under)

	CONSUMERS IN A GLOBAL MARKET: MDSE 2750		
	TENTATIVE COURSE CALENDAR – Summer II 2023		
Week	Dates	Modules & Materials	Readings/ Assignment
1	6/26-7/2	Introduction, Modules 1, 2, & 3	Discussions 1, 2, & 3 Self-tests 1,2, & 3
2	7/3-7/9	Modules 4 & 5 Instruction for Country Analysis Project Exam 1 (July 6, Thurs)	Discussions 4 & 5 Self-tests 4 & 5
3	7/10-7/16	Modules 6, 7, & 8	Discussions 6, 7, & 8 Self-tests 6, 7, & 8
4	7/17-7/23	Modules 9 & 10 Exam 2 (July 19, Wed)	Discussions 9 & 10 Self-tests 9 &10 Country Analysis Project (July 23)
5	7/24-7/28	Modules 11 & 12 Final Exam (July 28, Fri)	Discussion 11 Country Analysis Project Discussion (1st: July 26, 2nd: July 27) Self-tests 11 & 12