MDSE 2750
Consumers in a Global Market
Spring 2012
Internet

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
Office: Chilton 342F
Phone: Office: (940) 369-8210, Main office: (940) 565-2436
Blackboard: https://ecampus.unt.edu
E-mail: Kiseol.Yang@unt.edu or Blackboard e-mail (Preferred e-mail method)
E-mails will be checked and replied every Monday and Wednesday morning.

Office Hours:
M: 9:00 am-11:30 am, or by appointment
W: 9:00 am-11:30 am, 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
- Important announcement (e.g., assignments, schedule changes) will be made on every Monday 8 AM and will stay on the course homepage for one week. It is an individual student’s responsibility to check and comply all announcements that are made on the course home page.
• Each chapter will be posted on **every Monday 8:00 AM** under **Learning Modules** section in the course Blackboard.

**Online Class Attendance**
• Online class attendance will be checked by a **self-test** in the end of each chapter. **Self-test (10pts) will be placed at the end of each chapter.** You can attempt a self-test for multiple times in order to get correct answers with full 10 pts.
• A student fails to check and comply an announcement will be **considered as not attending the online course** for one week and **10 pts will be counted off** from online class attendance.

**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.

**Makeup Exams**
• Makeup 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**.

**Grade Determination**
• **Class Attendance (10 pts each/120 total pts):** Self-test will be used to check your online class attendance for each week. Self-test will be assigned for each chapter and you can attempt to as many as possible for getting full pts.
• **Discussion (10 pts each/110 total pts):** A discussion will be assigned in each chapter.
• **Interview Assignment (50 pts):** Interview at least two international people using a value survey questionnaire. Detail instruction will be provided on the course homepage.
• **Country Analysis Project (100 pts):** Comparative analysis of global consumers. More detail instruction will be provided on the course homepage.
• **Topical Research Project (50 pts):** Research for trends and issues in a global market. More detail instruction will be provided on course homepage.
• **Group Discussion 1 (30 pts):** Group discussion 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 discussion postings for topical research project will be required for students to deepen their understanding of the topical issues.
• **Exams (100 pts each/300 total pts):** Exam questions are derived from course materials, discussions, and assignments.
Grading scale: Grades are not curved. The final semester grade will be determined as follows:

- A = 90-100% (702 pts-780 pts)
- B = 80-89.9% (624 pts-701 pts)
- C = 70-79.9% (546 pts-623 pts)
- D = 60-69.9% (468 pts-545 pts)
- F = 59.9% or below (467 pts or under)

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<thead>
<tr>
<th>Course Activity</th>
<th>Possible Points</th>
<th>Due Date</th>
<th>Your Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance (Self-test pts)</td>
<td>120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discussions</td>
<td>110</td>
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<tr>
<td>Interview Assignment</td>
<td>50</td>
<td>2/24</td>
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<tr>
<td>Country Analysis Project</td>
<td>100</td>
<td>3/16</td>
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<tr>
<td>Topical Research Project</td>
<td>50</td>
<td>4/27</td>
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<tr>
<td>Group Discussion 1</td>
<td>30</td>
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<tr>
<td>Group Discussion 2</td>
<td>20</td>
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<tr>
<td>Exam 1</td>
<td>100</td>
<td>2/16</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
<td>3/29</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
<td>5/9</td>
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<tr>
<td>Total</td>
<td>780</td>
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CMHT ACADEMIC REQUIREMENTS

ACADEMIC REQUIREMENTS

- Students majoring in Merchandising, Digital Retailing, and/or Home Furnishings are required to have a minimum grade point average of at least 2.25 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.25.
- A grade of C or above must be earned in each merchandising, digital retailing, home furnishings and hospitality management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Merchandising, Digital Retailing, and/or Home Furnishings from the College of Merchandising, Hospitality & Tourism (CMHT) include:
  - A minimum GPA of at least 2.25 on all courses completed at UNT.
  - A grade of C or above must be earned in each merchandising course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGT.
  - A minimum of 2.25 GPA in all work attempted, including transfer, correspondence, extension and residence work.

Important for Timely Graduation
A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions. It is very
important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed graduation.

For additional information regarding requirements and policies, refer to the 2011-2012 Undergraduate Catalog.

ACADEMIC ADVISING

- The CMHT Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

- **Departmental Contact Information (Chilton Hall 385):**
  
  Assistant Director of Advising  
  Dr. Lynne Hale  
  940.565.3518

  (All Digital Retailing and Double Majors)

  Merchandising (A-L)  
  Sarah Kim  
  940.565.2434

  Merchandising (M-Z) and All Home Furnishings  
  Keeley Simpson  
  940.369.5304

- Please check prerequisites carefully prior to enrolling in courses. Students MUST complete all prerequisite courses before enrolling in upper division courses.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 30) to insure you have not been dropped for non-payment.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. CMHT will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student’s responsibility to ensure all payments have been made.

**IMPORTANT SPRING 2012 DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 16</td>
<td>Martin Luther King, Jr. Day – University Closed</td>
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<tr>
<td>January 31</td>
<td>Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.</td>
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<tr>
<td>February 7</td>
<td>Graduation applications due</td>
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<tr>
<td>February 27</td>
<td>Beginning this date, instructors may drop students with grade of WF for nonattendance.</td>
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<tr>
<td>March 16-25</td>
<td>Spring Break</td>
</tr>
<tr>
<td>March 27</td>
<td>Last day for a student to drop a course with consent of instructor.</td>
</tr>
<tr>
<td>April 2</td>
<td>Early registration begins by classification for summer and fall 2012.</td>
</tr>
<tr>
<td>April 20</td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
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<tr>
<td>April 28-May 3</td>
<td>Pre-finals week</td>
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<tr>
<td>May 4</td>
<td>Reading day. No classes.</td>
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<tr>
<td>May 5-11</td>
<td>Finals week.</td>
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<tr>
<td>May 11-12</td>
<td>Commencement – Details to be announced.</td>
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ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your individual faculty member and/or advisor who will then help you navigate the Chain of Command shown below:

![Diagram of University of North Texas CMHT Academic Chain of Command]

QUALIFIED STUDENTS UNDER THE AMERICANS WITH DISABILITIES ACT OR SECTION 504 OF THE REHABILITATION ACT OF 1973

The College of Merchandising, Hospitality and Tourism cooperates with the Office of Disability Accommodation to make reasonable accommodations for qualified students with disabilities. If you have a disability for which you will require accommodation, please present your written accommodation request by the end of the first week and make an appointment with the instructor to discuss your needs.

COURSE SAFETY STATEMENTS

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medial attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health
and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

CLASSROOM POLICIES

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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.
ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX

Any Merchandising or Digital Retailing equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Merchandising and Digital Retailing degree plans requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

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 multiple 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 Advising Office. The UNT International Advising Office 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, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions
include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, this course will be continued via online.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Online Chapters and Materials</th>
<th>Readings/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 17-22</td>
<td>Introduction to the course Ch 1. Globalization of Consumer Market</td>
<td>Student information/Discussion 1</td>
</tr>
<tr>
<td>2</td>
<td>Jan 23-29</td>
<td>Ch 2. Global Market Trends</td>
<td>Discussion 2</td>
</tr>
<tr>
<td>3</td>
<td>Jan 30-Feb 5</td>
<td>Ch 3. Culture and Consumer Behavior &amp; Global Consumer Interview</td>
<td>Discussion 3</td>
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<td>4</td>
<td>Feb 6-12</td>
<td>Ch 4. Consumer Needs and Global Market</td>
<td>Discussion 4</td>
</tr>
<tr>
<td>5</td>
<td>Feb 13-19</td>
<td>Country Analysis Project <strong>Feb 16 (Thursday): Exam 1 (CH 1 ~ CH 4)</strong></td>
<td>Country Sign Up</td>
</tr>
<tr>
<td>6</td>
<td>Feb 20-26</td>
<td>Ch 5. Global Market Segmentation</td>
<td>Discussion 5 Interview Assignment (2/24)</td>
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<tr>
<td>7</td>
<td>Feb 27-Mar 4</td>
<td>Ch 6. Approach to Global Markets</td>
<td>Discussion 6</td>
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<tr>
<td>8</td>
<td>Mar 5-11</td>
<td>Ch 7. Global Fashion Retailing and Tourism</td>
<td>Discussion 7</td>
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<tr>
<td>9</td>
<td>Mar 12-18</td>
<td>Ch 8. Global Branding</td>
<td>Discussion 8 Country Analysis Project Due (3/16)</td>
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<tr>
<td>10</td>
<td>Mar 19-25</td>
<td>Spring Break (No Class)</td>
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<tr>
<td>11</td>
<td>Mar 26-Apr 1</td>
<td>Group Discussion 1 for Country Analysis <strong>Mar 29 (Thursday): Exam 2 (CH 5 ~ CH 8)</strong></td>
<td>Group Discussion 1</td>
</tr>
<tr>
<td>12</td>
<td>Apr 2-8</td>
<td>Ch 9. Technology and Global Market Innovation</td>
<td>Discussion 9</td>
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<tr>
<td>14</td>
<td>Apr 16-22</td>
<td>Ch 11. Global Consumerism</td>
<td>Discussion 11</td>
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<tr>
<td>16</td>
<td>Apr 30-May 6</td>
<td>Group Discussion 2 for Topical Research</td>
<td>Group Discussion 2</td>
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<td>17</td>
<td>May 7-11</td>
<td><strong>Final Exam May 9 (CH 9-12)</strong></td>
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