SMHM 2750
Consumers in the Global Market
Spring 2011
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
Internet:	https://ecampus.unt.edu Students must know their EUID and password to access Blackboard
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):** Eleven discussions will be assigned in each chapter.
- **Interview Assignment (50 pts):** Interview at least two international people using 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):** Topical issues on 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.

Course Activity	Possible Points	Due Date	Your Points
Class Attendance (Self-test pts)	120		
Discussions	110		
Interview Assignment	50	3/4	
Country Analysis Project	100	3/25	
Topical Research Project	50	4/29	
Group Discussion 1	30		
Group Discussion 2	20		
Exam 1	100	2/18	
Exam 2	100	4/1	
Final Exam	100	5/9	
Total	780		

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-538 pts)
F = 59.9% or below (467 pts or under)

SMHM ACADEMIC REQUIREMENTS

ACADEMIC REQUIREMENTS

- Students entering the School of Merchandising and Hospitality Management 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 and hospitality management (SMHM) course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS from the School of Merchandising and Hospitality Management include:

    a. A minimum of 2.25 grade point average in the major, with minimum grades of C required in all merchandising and hospitality management (SMHM) courses;
    b. A minimum of 2.25 grade point average in all courses completed at UNT; and
    c. A minimum of 2.25 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2010-2011 Undergraduate Catalog.

ACADEMIC ADVISING

- The SMHM 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 331):**

Hospitality (N-Z) and Digital Retailing	Lynne Hale	940.565.3518
Hospitality (A-M)	Ernestine Denmon	940.565.4810
Merchandising (A-O) and Home Furnishings	Sarah Kim	940.565.2434
Merchandising (P-Z)	Keeley Simpson	940.369.5304

- Please check prerequisites carefully prior to enrolling in courses. ***Students are responsible*** for completing all prerequisite courses before enrolling in upper division courses.

- It is imperative that students pay for all enrolled classes. Please check your online schedule daily through the 12th class day (January 31) 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. SMHM will be unable 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 2011 DATES

January 17	Last day for 100 percent refund
January 21	Last day to change schedule other than a drop
January 31	Twelfth class day
February 1	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 18	Last day to apply for May graduation
February 28	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 14 – 20	Spring Break
March 29	Last day for a student to drop a course with consent of instructor
April 22	Last day for a instructor to drop a student with a grade of WF for nonattendance.
April 22	Last day to withdraw from the semester (Dropping all UNT courses) A grade of WF may be assigned if student is not passing.
April 30 – May 5	Pre-finals week
May 6	Reading day; no classes
May 7 – 13	Finals week
May 13	Master's commencement
May 14	Undergraduate commencement

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:

University of North Texas
SMHM Academic Chain of Command

Individual Faculty Member/Advisor

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Division Chair

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Associate Dean, School of Merchandising & Hospitality Management

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Dean, School of Merchandising & Hospitality Management

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

The School of Merchandising and Hospitality Management 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 School of Merchandising and Hospitality Management 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, 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, study abroad programs, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The School of Merchandising and Hospitality Management 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 opportunities, SMHM 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 SMHM equivalent course from another university must receive prior approval from the SMHM academic advisor to insure that all UNT Merchandising and Hospitality Management degree plan 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. This includes "courses in a box" from other educational institutions (SMHM 2550, 4250, 4820, etc.). "Courses in a box" do not meet the UNT Merchandising and Hospitality Management degree plan requirements and will not be approved.

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 an 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.

CONSUMER IN A GLOBAL MARKET: SMHM 2750 COURSE CALENDAR – Spring 2011			
Week	**Date**	**Online Chapters and Materials**	**Readings/ Assignment**
1	Jan 18-23	Introduction to the course Ch 1. Globalization of Consumer Market	Student information/ Discussion 1
2	Jan 24-30	Ch 2. Global Market Trends	Discussion 2
3	Jan 31-Feb 6	Ch 3. Culture and Consumer Behavior & Global Consumer Interview	Discussion 3
4	Feb 7-13	Ch 4. Consumer Needs and Global Market	Discussion 4
5	Feb 14-20	Country Analysis Project **Feb 18 (Fri): Exam 1 (CH 1 ~ CH 4)**	Country Sign Up
6	Feb 21-27	Ch 5. Global Market Segmentation	Discussion 5 Interview Assignment (3/4)
7	Feb 28- Mar 6	Ch 6. Approach to Global Markets	Discussion 6
8	Mar 7-13	Ch 7. Global Fashion Retailing and Tourism	Discussion 7
9	Mar 14-20	Spring Break (No Class)	
10	Mar 21-27	Ch 8. Global Branding	Discussion 8 Country Analysis Project Due (3/25)
11	Mar 28- Apr 3	Group Discussion 1 for Country Analysis **Apr 1 (Fri): Exam 2 (CH 5 ~ CH 8)**	Group Discussion 1
12	Apr 4- 10	Ch 9. Technology and Global Market Innovation	Discussion 9
13	Apr 11-17	Ch 10. Global Market Management & Topical Research Project	Discussion 10 Topic Sign Up
14	Apr 18-24	Ch 11. Global Consumerism	Discussion 11
15	Apr 25- May 1	Ch 12. Trends and Issues in a Global Market	Topical Research Project Due (4/29)
16	May 2- 8	Group Discussion 2 for Topical Research	Group Discussion 2
17	May 9 -13	**Final Exam May 9 (CH 9-12)**	