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://learn.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: By appointment only
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.
• Weekly assigned chapters will be posted on every Monday 8:00 AM under Learning Modules section.

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 failing 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.

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.

Grade Determination
• Self-Test (10 pts each/110 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 take it as many as possible for getting full pts.
• Discussion (10 pts each/110 total pts): Eleven discussions will be assigned in each chapter.
• 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.
Grading scale: Grades are not curved. The final semester grade will be determined as follows:

A = 90-100% (648 pts-720 pts)
B = 80-89.9% (576 pts-647 pts)
C = 70-79.9% (504 pts-575 pts)
D = 60-69.9% (432 pts-503 pts)
F = 59.9% or below (431 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>
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<tbody>
<tr>
<td>Self-Test</td>
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<tr>
<td>Discussions</td>
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<td>Country Analysis</td>
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<td>Topical Research Project</td>
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<td>Group Discussion 1</td>
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<td>7/28</td>
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<tr>
<td>Group Discussion 2</td>
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<td>Exam 1</td>
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<td>Exam 2</td>
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<td>Final Exam</td>
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<td>Total</td>
<td>720</td>
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CONSUMERS IN A GLOBAL MARKET: MDSE 2750
TENTATIVE COURSE CALENDAR – Summer II 2017

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Online Chapters and Materials</th>
<th>Readings/Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>7/10-7/16</td>
<td>Introduction, Chapters 1, 2, &amp; 3</td>
<td>Discussion 1-3/ Self-test 1-3/ Sign-up for a country selection</td>
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<td>3</td>
<td>7/24-7/30</td>
<td>Chapters 6, 7, &amp; 8</td>
<td>Discussion 6-8/ Self-test 6-8/ Group discussion 1 (July 28)</td>
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<tr>
<td>4</td>
<td>7/31-8/6</td>
<td>Chapters 9 &amp; 10 Exam 2 (August 1)</td>
<td>Discussion 9 &amp; 10/ Self-test 9 &amp;10/ Topical research project (August 4)</td>
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<td>5</td>
<td>8/7-8/11</td>
<td>Chapters 11 Final Exam (August 11)</td>
<td>Discussion 11/ Self-test 11/ Group discussion 2 (August 10)</td>
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