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

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E-mail: Kiseol.Yang@unt.edu
Students must know their EUID and password to access Blackboard
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 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.
- **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.
<table>
<thead>
<tr>
<th>Course Activity</th>
<th>Possible Points</th>
<th>Due Date</th>
<th>Your Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Test</td>
<td>110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discussions</td>
<td>110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country Analysis</td>
<td>100</td>
<td>7/22</td>
<td></td>
</tr>
<tr>
<td>Topical Research Project</td>
<td>50</td>
<td>8/5</td>
<td></td>
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<tr>
<td>Group Discussion 1</td>
<td>30</td>
<td>7/29</td>
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<tr>
<td>Group Discussion 2</td>
<td>20</td>
<td>8/11</td>
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<tr>
<td>Exam 1</td>
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<td>7/21</td>
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<td>Exam 2</td>
<td>100</td>
<td>8/2</td>
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<tr>
<td>Final Exam</td>
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<td>8/12</td>
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<td><strong>Total</strong></td>
<td><strong>720</strong></td>
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**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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**CONSUMER IN A GLOBAL MARKET: MDSE 2750**
**TENTATIVE COURSE CALENDAR – Summer II 2016**

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Online Chapters and Materials</th>
<th>Readings/Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7/11-15</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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<tr>
<td>2</td>
<td>7/18-22</td>
<td>Chapters 4 &amp; 5</td>
<td>Discussion 4 &amp; 5/ Self-test 4 &amp; 5/ Country analysis (July 22)</td>
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<tr>
<td>3</td>
<td>7/25-29</td>
<td>Chapters 6, 7, &amp; 8</td>
<td>Discussion 6-8/ Self-test 6-8/ Group discussion 1 (July 29)</td>
</tr>
<tr>
<td>4</td>
<td>8/1-5</td>
<td>Chapters 9 &amp; 10</td>
<td>Discussion 9 &amp; 10/ Self-test 9 &amp;10/ Topical research project (Aug 5)</td>
</tr>
<tr>
<td>5</td>
<td>8/8-12</td>
<td>Chapters 11</td>
<td>Discussion 11/ Self-test 11/ Group discussion 2 (Aug 11)</td>
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