

IB/MKT 425  
Global Consumer Behavior

### **Course Description**

The formulation of effective marketing strategies must begin with an understanding of consumers' preferences and needs. In this course, students examine global market segments and how to reach them. Understanding of the consumer buying process as well as psychological and sociological variables across countries is the focus of the course.

### **Learning Objectives**

Upon completion of the course, students should be able to:

- Understand and create marketing strategies based on consumers' preferences and needs.
- Identify global market segments and understand how to reach them.
- Apply knowledge of the consumer buying process as well as psychological and sociological variables across countries to real life global business cases.

### **Prerequisites**

Lee Business School major or International Business or Marketing minor and a minimum C grade in MKT 301.

### **Grading**

Exam #1	100
Exam #2	100
Exam #3	100
Online Discussions	100
Case Studies	50
Presentation	50
Total	500

You will receive an A if you earn 450 or above; a B if you earn between 449 and 400; a C if you earn between 399 and 350: and a D if you earn between 349 and 300.

Being just below the dividing line can be frustrating, but it is not sufficient reason to request a grade change or a re-grading of an exam or assignment to 'find' extra points. My job is to objectively evaluate each student's performance in this course. I am not responsible for graduation requirements. Please do not ask for a grade change.

There are no make-up exams in this class. Please let me know one week before the exam date if you have a conflict.

Discussion Post Guidelines: Discussion post response to forum question is due by Wednesday of the week and must be made via a new thread. Two more peer response posts are due by Saturday at 11:59pm Pacific Time. Initial response must be 100 words or more. Peer response posts must be 100 words or more and contribute to discussion. Discussion is posted on WebCampus.

Case Study Guidelines: Minimum of 2 double spaced pages with 12 point font in response to question/article posted on WebCampus. Submitted via WebCampus by Saturday at 11:59pm Pacific Time.

### **Required Materials**

#### *Textbooks*

De Mooij, M. (2011). Consumer Behavior and Culture. 2<sup>nd</sup> Edition. ISBN-13: 978-1412979900

Hofstede, G. (2010). Cultures and Organizations. 3<sup>rd</sup> Edition. ISBN-13: 978-0071664189

### **Attendance Policy**

While attendance is not part of your grade, you cannot learn from others, or share ideas, if you are not present. Exam questions will include topics discussed in class.

### **Schedule**

Week 1 – August 29

Introduction to Course  
CB and Culture Chapter 1

Week 2 – September 5

No Class – September 5 – Labor Day Holiday  
CB and Culture Chapter 2  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 3 – September 12

CB and Culture Chapter 2  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 4 – September 19

Cultures and Organizations Chapters 3 and 4  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 5 – September 26

Cultures and Organizations Chapters 5 and 6  
Case Study Due Saturday at 11:59pm PT

Week 6 – October 3

Cultures and Organizations Chapters 7 and 8  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 7 – October 10

Exam #1  
CB and Culture Chapter 3  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 8 – October 17

CB and Culture Chapter 3  
No Class – October 19 – Presidential Debate  
Online Discussion Posts Due Saturday at 11:59pm PT

Week 9 – October 24

CB and Culture Chapter 4  
Case Study Due Saturday at 11:59pm PT

Week 10 – October 31

CB and Culture Chapter 5

Online Discussion Posts Due Saturday at 11:59pm PT

Week 11 – November 7

Exam #2

CB and Culture Chapter 6

Online Discussion Posts Due Saturday at 11:59pm PT

Week 12 – November 14

CB and Culture Chapters 6 and 7

Online Discussion Posts Due Saturday at 11:59pm PT

Week 13 – November 21

CB and Culture Chapters 7 and 8

Online Discussion Posts Due Saturday at 11:59pm PT

Week 14 – November 28

CB and Culture Chapter 8

Presentations

Week 15 – December 5

Presentations

Week 16 – December 12

Final Exam – Wednesday, December 14 – 6pm

## UNLV Policies

**Academic Misconduct**—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

**Copyright**—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)**—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Religious Holidays Policy**—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

**Transparency in Learning and Teaching**—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

**Incomplete Grades**—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

**Library**—Students may consult with a librarian on research needs. For this class, the subject librarian is [https://www.library.unlv.edu/contact/librarians\\_by\\_subject](https://www.library.unlv.edu/contact/librarians_by_subject). UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

**Tutoring and Coaching**—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

**UNLV Writing Center**—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

**Rebelmail**—By policy, faculty and staff should e-mail students’ Rebelmail accounts only. Rebelmail is UNLV’s official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students’ e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:@unlv.nevada.edu).  
**Emailing within WebCampus is acceptable.**

**Final Examinations**—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.