



FLORIDA
ATLANTIC
UNIVERSITY

COURSE CHANGE REQUEST Undergraduate Programs

Department Marketing

College Business

UUPC Approval 4/29/24
 UFS Approval _____
 SCNS Submittal _____
 Confirmed _____
 Banner Posted _____
 Catalog _____

Current Course Prefix and Number MAR 2142

Current Course Title
Culture, Consumers and the Global Marketplace

Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.

Change title to:

Change prefix

From: _____ To: _____

Change course number

From: _____ To: _____

Change credits*

From: _____ To: _____

Change grading

From: _____ To: _____

Change WAC/Gordon Rule status**

Add Remove

Change General Education Requirements***

Add Remove

*See Definition of a Credit Hour.

**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.

***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.

Change description to:

Note: MAR 2142 will move from Global Citizenship to Social Sciences in the General Education Program.
 This course is an exploration of how cultural influences and marketplace social and economic conditions can affect consumers and their behavior across national boundaries. It also examines how companies and organizations may design their strategies to meet culturally diverse consumers' needs in global marketplaces, including Non-WEIRD (Western, Educated, Industrialized, Rich, and Democratic) countries. This is a General Education course.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes: Fall 2024

Terminate course? Effective Term/Year for Termination:

Faculty Contact/Email/Phone Marc Rhorer 7-0210

Approved by

Department Chair _____

College Curriculum Chair _____

College Dean _____

UUPC Chair _____

Undergraduate Studies Dean _____

UFS President _____

Provost _____

Date

4/9/2024

4-15-24

4/15/24

4/29/24

4/29/24

Email this form and syllabus to mianning@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

MAR 2142-001 15904
Culture, Consumers
and the Global Marketplace
Monday 2:00 PM - 4:50 PM
3 Credit(s)
Fall 2024 - 1 Full Term

Instructor Information

Marc Rhorer

Email: mrhorer@fau.edu

Office: Business Building (Phil Smith Hall) room 320 (Dean's Office)

Office Hours: Tuesdays 300-500pm

Phone: 561-297-0210

Classroom Location - BU (or Phil Smith Hall) room 208

TA Name: Mariana Pratas

Office: 201 Fleming Hall

Office Hours: Mondays 8-10:45 a.m. and 2:15-4:30 p.m

Telephone:

Email: mfreireprata2023@fau.edu

Course Description

Culture, Consumers and the Global Marketplace

This course is an exploration of how cultural influences and marketplace social and economic conditions can affect consumers and their behavior across national boundaries. It also examines how companies and organizations may design their strategies to meet culturally diverse consumers' needs in global marketplaces, including Non-WEIRD (Western, Educated, Industrialized, Rich, and Democratic) countries. This is a General Education course.

Instructional Method

In-Person

Traditional concept of in person. Mandatory attendance is at the discretion of the instructor.

Required Texts/Materials

Consumer Behavior and Culture

ISBN: 9781526471604

Publisher: Sage Publications, Incorporated

Edition: 3rd

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Course Objectives/Student Learning Outcomes

1. Recognize the importance of cultural influences for consumers and businesses/organizations
2. Identify different cultural models to assess cultural differences
3. Understand how consumer behaviors converge and also diverge across different cultures in the global market
4. Realize differences in consumer attributes, as well as social and cognitive processes across cultures
5. Apply the gained cultural understanding to create culturally appropriate marketing strategies for selected global markets
6. Develop your cross-cultural tool kit (awareness, knowledge, motivation, and behavior) to effectively interact and communicate with consumers, businesses, and organizations in the global market

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Course Evaluation Method

Exams (3) - 50% of grade - exams include, but not limited to, multiple choice or short answer questions. The exams are administered online with the Respondus Lockdown Browser. You may use your textbook on the exams, and notes, but no electronic devices (computer, ipad, phone, etc.). The exam time-limit is 70 minutes. We will not meet in class on weeks we have exams.

Optional Final Exam - Though not required, there will be an optional final exam that can replace the lowest score on any of the three regular exams. The optional final will consist of 100 multiple choice questions and have a 2 hour 20 minute time limit. The optional exam will be Monday 12/11.

Culture Analysis - (group) - 35% of grade - Students will be put into groups of 5-7. Groups select a US product and create a marketing plan for a selected foreign country location. The country should be a non-WEIRD country. Students analyze the foreign country with focus on the cultural environment and the foreign consumers. Based on the analysis, students develop a marketing strategy to meet the needs of the culturally-different foreign consumers. Three parts of grade: mid-term progress report - due 10/16 (5%), final presentation due 11/27 (15%), final written report due 11/27 (15%).

Chapter Quizzes (8) - 10% of grade - lowest score is dropped - 10 multiple choice questions per chapter. Quizzes open up Sunday evenings before days we have class (but not before exam days). Quizzes open up 10pm on Sunday before class and close noon on Monday of class - on the chapter we will cover that day.

Class Participation & Attendance - 5% of grade - this class will be interactive, students are expected to participate with their ideas, experiences, and concepts. The participation grade will depend on: attendance, completing in-class exercises, turning in assignments, sharing experiences,

offering comments, etc. Attendance alone is not sufficient for a good participation/attendance grade.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Attendance and Participation is a component of your grade. See Course Evaluation Method for details.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the director of Equal Opportunity Programs. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Course Grading Scale

Letter Grade	Letter Grade
A	92 - 100%
A-	90 - 91.99%
B+	88 - 89.99%
B	82 - 87.99%
B-	80 - 81.99%
C+	78 - 79.99%
C	72 - 77.99%
C-	70 - 71.99%
D+	68 - 69.99%
D	62 - 67.99%
D-	60 - 61.99%
F	Below 60

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

Policy on Make-up Tests, Late work, and Incompletes

Generally, no make up exams are given, other than for university approved circumstances. In the event of a university approved absence that will create a missed exam or assignment, you must notify me at least 7 days BEFORE the exam or assignment. If unusual circumstances arise that inhibit your ability to participate (major illness, injury, death of a relative, etc.), you must notify the instructor as soon as possible and I will consider each situation individually.

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Student Support Services and Online Resources

- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)

- [FAU Libraries](#)
- [Math Learning Center](#)
- [Office of Information Technology Helpdesk](#)
- [Office of International Programs and Study Abroad](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Science Learning Center](#)
- [Speaking Center](#)
- [Student Accessibility Services](#)
- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)
- [University Center for Excellence in Writing \(UCEW\)](#)
- [Writing Across the Curriculum \(WAC\)](#)

Course Topical Outline

Week 1 - August 21 - Introduction to the course

Week 2 - August 28 - Chapter 1 - Consumer Behavior Across Cultures

Week 3 - September 4 (NOT CLASS - LABOR DAY)

Week 4 - September 11 - Chapter 2 - Values and Culture

Week 5 - September 18 - Chapter 3 - Convergence and Divergence in Consumer Behavior

Week 6 - September 25 - **EXAM 1 - ONLINE - NO CLASS**

Week 7 - October 2 - Chapter 4 - The Consumer: Attributes

Week 8 - October 9 - DELIVERED REMOTE/Asynchronous **WILL NOT MEET** - Chapter 5 - Social Processes

Week 9 - October 16 - Chapter 6 - Mental Processes; **mid-term progress report for Final Projects due**

Week 10 - October 23 - **EXAM 2 - ONLINE - NO CLASS**

Week 11 - October 30 - Chapter 7 - Culture Communication and Media Behavior

Week 12 - November 6 - Chapter 8 - Consumer Behavior Domains

Week 13 - November 13 - **EXAM 3 - ONLINE - NO CLASS**

Week 14 - November 20 - Make-up/reserved in-class workshop for Culture Analysis final projects (we may not meet)

Week 15 - November 27 - **Final Projects (Presentations and reports due)**

Week 15 - **OPTIONAL FINAL EXAM - Monday, December 11 by 1030am-1250pm**