



THE GLOBAL CONSUMER

Summer 2022

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To begin...

If you speak with peers who have had my class, I think you will find a consistent theme that, while I mandate and enforce high standards for professional behavior, my purpose in doing so is to provide an energetic, distraction-free experience. I am committed to making this course as beneficial for you as possible and my top priority is to reward those students who are willing to work hard, behave professionally, and enthusiastically engage in the course. I greatly enjoyed putting this course together. I'm looking forward to the opportunity to share with you the latest material delineating global consumers. In addition, I am completely obsessed with the Cimba experience: the structure and environment they have created, the generosity of the Cimba staff, and the opportunities this program provides. I'm delighted you are going to experience my favorite place in the world!

Recognitions

Recipient, Marketing Management Top-in-Nation Marketing Teacher (2010)
Two-time recipient, UA's top teaching awards: Baum (2012) and AAA Outstanding Teaching (2002)
Four-time recipient, Walton College Excellence in Teaching Award 2021, 2012, 2001, 1998
Two-time recipient, Walton College Excellence in Service Award 2019, 2007
Recipient, UA Office of Nationally Competitive Awards: Faculty Gold Medal for Research
Recipient, Honors College Distinguished Faculty Leadership Award 2014
Recipient, Honors College Distinguished Faculty Award 2011
Recipient, UA/AMA Professor of the Year
Recipient, Beta Gamma Sigma Faculty of the Year Award 2008
Member, University of Arkansas Teaching Academy
Affiliated with the CIMBA program since 1999

Courses taught

Doctoral: Seminar in Marketing Strategy, Seminar in Teaching
Masters: Consumer and Market Research, Foundations of Marketing/Management
Undergraduate: Marketing Management, Marketing Research, The Global Consumer

Course Description

The Global Consumer will focus on exploring the global marketplace, delineating the vast differences and commonalities within our worldwide village. The course is designed to examine the global marketplace in China through a comparative framework that includes the United States, Italy, and Ethiopia. We will explore several basic principles of defining the identity of people, focusing on the triad of everyday experiences: personal life/consumption patterns, business experiences, and the role of government. Within this framework, we will also explore business strategies that have been used to succeed in the regions of study. Every effort has been

made to design a course that appeals to all majors, but in the end, I am a marketing professor and those are the examples that I tend to use on a regular basis.

Course Objectives

The course is comprised of four themes/objectives. As our anchor, you will become familiar with China's role in the world during contemporary history and the way in which people live and work in the current environment of state-controlled capitalism. Second, you will gain knowledge of emerging markets in Africa, including the heartbreaking atrocities suffered recently on the continent as well as the promising consumer segments arising in many marketplaces. Third, we will delineate the intersection of these worlds, laying out China's march for resources and relationships with Africa, the European Union, and elsewhere. Throughout, we will focus on your current home: Italy, providing you with some first-hand experiences in several Italian companies. My ultimate goal is to provide you with unique perspectives and broadened knowledge which will enhance your competencies as a citizen of the world no matter what field you ultimately work in. A large portion of your grade will focus on you effectively manifest these perspectives and knowledge through the development of LinkedIn articles and other social media posts.

Course Materials & Resources

This is a seminar-style, readings based course. You will be responsible for numerous readings as assigned in the course pack as well as portions of two books.

Grading

You will be provided with a diverse set of ways in which to prove your knowledge of the material. My view of assessment is one which incorporates in-class exams and experiential assignments. Most of our experiential assignments will take place via LinkedIn which will allow you to build a solid portfolio. You are expected to be an active and contributing member of the class, reading the articles ahead of time, and contributing to the conversation on a regular basis. As my students, you are expected to engage in an enthusiastic pursuit of knowledge. Attending class, arriving at class on time, contributing to the class discussion, using appropriate resources when classes are missed, and behaving in a respectful manner are all minimum expectations. Accordingly, you will not receive rewards for doing so. Rather, I reserve the right to lower your course grade by as much as one-letter grade if you do not behave in a professional manner. I will provide verbal notice of concern in advance of the grade reduction. A total of 500 points will be assessed and grades will be assigned using a standard 90-80-70-60% split. Plus/minus grades will not be assigned.

Class Schedule

The following schedule is tentative and may be subject to adjustment:

Week 1:	May 24 through May 27 Tuesday-Friday from 8-9:30am Afternoon class is Tuesday: Field Trip to La Ceramica VBC
Week 2:	May 30 through June 2 Monday-Thursday 9:45-11:15am Afternoon class is Tuesday: Field Trip to Theresianer/Hausbrandt
Week 3:	June 6 through June 9 Monday-Thursday 8-9:30am Afternoon class is Monday: Field Trip to Hemingway Museum in Bassano
Week 4:	June 13 through June 16 Monday-Thursday 11:30-1:00 Final exam tba Afternoon class is Wed: Cole McQuirk, refugee crisis

Attendance Policy

Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused

absences will have the following consequences:

- a. 1st absence will result in a loss of a 1/3 of a letter grade in that class
- b. 2nd (cumulative) absence will result in a loss of an entire letter grade in that class
- c. 3rd (cumulative) absence will result in a dismissal from the program.

Absences due to illness require a note from the CIMBA Office Staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately. Failure to do so will result in an unexcused absence.

Grievance Policy

Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the CIMBA Director, Cristina Turchet (front office for appointments or phone +39 0423 9321 60 or turchet@cimba.it). The Director will review the details of the complaint and involve the Associate Dean of the Undergraduate Programs, as needed.

Academic Misconduct

Integrity is a reflection of your character and is critical for creating meaningful and lasting relationships. One part of integrity is abstaining from acts like cheating, so cheating on any assignment in this class will result in an appropriate consequence, usually a zero for the grade in question and, if that penalty does not reduce the grade, a penalty of a full letter grade reduction. In addition, all incidents of cheating will be reported to the appropriate academic offices, and the student may be placed on disciplinary probation, be suspended, or even permanently expelled, depending on the severity of the offense. If a student has been found in violation of this policy, they will first be notified directly, then I will report to the appropriate program office.

Accommodating Students with Disabilities/Academic Accommodations

A student seeking academic accommodations such as a modification of seating, testing, timing, etc. should first register with their home institution's Student Disability Services, then contact the CIMBA Office to make further arrangements.

Fairness and Freedom of Expression:

Every student is entitled to the same intellectual freedom I have. I will respect that freedom, and I am obliged to protect your freedom to learn, regardless of your religion, race, sex, sexual orientation, gender identity, or political views, or on your agreement or disagreement with my positions pertaining to matters of controversy within the discipline. I will do my best to provide you with a fair and impartial evaluation of your work, consistent with articulated standards for this course.

Sexual Harassment

Sexual harassment subverts the mission of the Program and threatens the well-being of students, faculty, and staff. All members of the CIMBA community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to seek assistance from the CIMBA Director, Cristina Turchet at the front office or phone +39 0423 9321 60 or turchet@cimba.it.

Sustainability

The Program is committed to demonstrating sustainability practices within all facets of the institution. Student support is critical to our campus wide efforts to reduce waste by consuming as few natural resources as possible and purchasing recycled materials when feasible. Recycling and reuse of all materials is encouraged. Together, let's ensure a better world for us and future generations.

Mental Health

Students are encouraged to be mindful of their mental health and seek help if they are feeling overwhelmed and/or incapable of meeting course expectations. For assistance with the class, students are encouraged to talk to the faculty member. The CIMBA travel insurance will cover online counseling services. Please reach out to the CIMBA office for more details and support. After hours, we encourage you to call the emergency phone number at CIMBA if you are having a mental