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# MKTG 3650

## Marketing Principles (for non-marketing majors)

Dr. Scott Koenig

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## Spring 2026

Online

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### Office/Students' Hours:

T/Th 9:00-10:30 or by appointment

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### Course Introduction

An introductory survey of marketing terminology, concepts and practices from an applied perspective. Emphasis is on the activities performed by marketing managers to address real world marketing problems. Primary emphasis is on the identification of marketing opportunities and the planning and execution of marketing mix activities required to target these opportunities. Marketing mix topics include development and management of products/services, price setting and management, supply chain and distribution channel management, and management of integrated marketing communications. Special emphasis is given to ethical, socially-responsible and sustainable decision making and business practices. Course is designated for non-business majors.

### Course Objectives

1. Describe the scope of marketing and its role within in the firm and society.
2. Articulate the scope of tasks, responsibilities and challenges that marketing managers face in the complex and competitive global business environments that currently prevail.
3. Identify basic marketing terminology and concepts.
4. Examine the marketing function as a basic and indispensable driver of all business success.

### How to Succeed in this Course

Helping you succeed in this course is my top priority. Here are few things you could do to ensure you gain the best results from this course:

1. **Have strong desire to learn and grow.** It's all about having a growth mindset.
2. **Take an active role in your learning.** It reflects motivation and commitment to excellence.
3. **Challenge yourself.** Try to learn something new every class and do better with every assignment.

4. **Trust the process.** Remember, I want you to succeed. I set up this class with your learning in mind. Some elements of this course are non-traditional or otherwise may be different than what you are used to. Trust in the process.

At the end of the semester, students often reflect on their learning from this class.

Below is a sample of what some have shared. While these are related to the in-person class, they apply to this online section as well.

- *It made me think and get creative with lots of activities and group discussions that helped me learn more.*
- *Made me love going to school again and has stimulated my brain and my education in a major way.*
- *This class was very intellectually stimulating because of all the real-life examples and guest speakers that were given. It was not just memorization, it felt more real because we're engaging in real situation.*
- *I was able to see selling and marketing in a different light that has multiple facets other than just trying to sell someone something.*
- *It was a very good class for learning professional communication skills.*

## **Class Communications**

Canvas supports the class administratively as well as deliver majority of course content. I will do my best to be available to all students. I will also check Canvas diligently and reply to all messages within 24 hours.

## **Teaching Philosophy**

We are a community of scholars learning from and with each other about consumer behavior in a global marketplace.

## **Textbook**

The required course materials for MKTG 3651 are now available for purchase. *Essential Marketing Principles* (Preliminary Edition) is published and distributed by Cognella, Inc.

Purchasing directly from the publisher is also a safe and effective way for you to receive everything you need for the term.

Purchase your course material here: <https://store.cognella.com/84225-1A-002>

These course materials include information that we will reference and use in class regularly, so you should be sure to purchase your own copy of all required materials. Please keep in mind that our institution is strict about copyright law and course materials should never be copied or duplicated in any manner.

If you need any help with ordering from Cognella, feel free to email [support@cognella.com](mailto:support@cognella.com)

## **Course Main Components & Grading**

### **INTRODUCTION**

You will begin the class with an introductory discussion board. As part of the discussion board, please state your preference for completing some assignments on your own or with a group.

### **FOUNDATION ASSIGNMENT**

The course begins with a foundation assignment designed to establish a baseline for you as the student and for me as the professor as to what you hope to learn from the class. You do not need the textbook for this foundation assignment as you are simply focusing on the concepts at a high level.

### **APPLICATION ASSIGNMENT (PARTS I AND II)**

Part I: The purpose of this assignment is to practice making strategic decisions in an ambiguous situation before learning formal marketing frameworks. You will not be evaluated on correctness, but on how clearly you explain your reasoning. This assignment captures how you currently approach marketing decisions and will be revisited later in the course.

Part II: In part II, at the end of the term, you will re-visit part I and make adjustments based on what you learned in the class.

Both parts I and II, are based on a video case study and will require you to make note of the good and bad marketing decisions made and how they can be addressed.

### **QUIZ**

In weeks 4-6 you will read and watch materials from the textbook and what I provide inside the Canvas modules. You will then take a quiz covering that material. The quizzes are multiple choice with anywhere from 1-3 open end questions – typically mini case studies or application questions. On some of the quizzes a discussion board assignment takes the place of a short answer question inside the quiz. In other words, the discussion board is not in addition to the quiz – it is part of the quiz. Regardless of the delivery, come prepared, read the materials, watch the videos, and be ready to think critically.

### **Grading**

No grades will be given out via e-mail or left on voice recorders due to student confidentiality.

There are 1200 points available in this class. Extra credit is an option and is most effective for students who are on the borderline of the next grade (i.e. it can improve your overall grade by about 3%).

The grading breaks down as follows:

- Introduction: 50 points (4% of your grade)
- Foundation Assignment: 100 points (8% of your grade)
- Application Assignment – Pt I: 150 points (13% of your grade)
- Application Assignment – Pt II: 400 points (33% of your grade)
- Quizzes 10 @ 50 points each: 500 points (42% of your grade)

Note, you are not able to complete part II without complete part I. If you fail to submit part I, you can not submit part II.

90-100%= A

80-89%= B

70-79%= C

60-69%= D

< 60%= F

Please do not hesitate to contact me if you are having problems with this course. Do not wait until the “next exam” or the “end of the term” if you need help.

### **Late Policy**

Life happens, I get it. I do accept late assignments, but typically with a penalty. Canvas is set up to deduct 1.5% per day the assignment is late. If you made arrangements with me ahead of time, or otherwise have a good reason or being late, I will likely waive the late penalty.

A good rule of thumb as to what is acceptable is to ask yourself “would a reasonable employer accept it as a reason for being late?”. If the answer is yes, I probably will too.

Advocate for yourself. I will listen.

*Note: Canvas will automatically deduct points based on late submissions. If you and I have already discussed a late exemption, I will manually adjust your grade. It may take a week or so for me to catch it and if I miss it, let me know.*

### **Academic Dishonesty:**

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

### **Special Accommodations:**

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

*UNT policy:* The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to the faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time, however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment.

Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect privacy of the student. For additional information, refer to the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact ODA by phone at (940) 565-4323.

### **Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.”

### ***Americans with Disabilities Act***

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at [disability.unt.edu](http://disability.unt.edu).

### ***Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)***

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### ***Student Perception of Teaching***

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the

survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email [spot@unt.edu](mailto:spot@unt.edu).

### ***Emergency Notification and Procedures***

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

### **Course Contract**

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract”, whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.