

MKTG 3650.001

Foundations of Marketing Practice

Spring 2026
Tues./ Thurs. 09:30 am to 10:50 am

Room: BLB 155

Instructor: Amber Sardar
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Office: BLB 329N
Office Hours: Tues/Thurs: 11 am
to 12 noon (or by appointment)

Course Introduction

This course introduces students to the principles and practices of marketing in the contemporary environment. Foundations of Marketing Practice offers a survey of contemporary marketing principles, concepts, and practices. Foundations of Marketing Practice likewise provides an overview of the entire set of professional and business activities that contemporary marketing managers perform. Key topics addressed in this course include, but are not limited to, identifying market opportunities, developing strategic and marketing-level plans, and managing product/service development, pricing, supply chains, and promotional programs. The course also addresses ethical, sustainable, and global marketing considerations in each major topic area that is covered.

The course presupposes no prior knowledge of the subject.

Course Structure

The plan is to deliver this course in an exclusive face-to-face format.

Learn It online assignments must be completed in this course. Students can complete these assignments before the actual due date for any of these assignments. It is not an exaggeration to write that students could complete all assignments before the end of the first or second day of the course if they elected to do so. All they have to do is work ahead. However, this “hurry, hurry, hurry” completion tactic is definitely not recommended. The much smarter tactic is to finish the online assignments for a set of Modules during the week in which students will be tested in class on the same set of Modules. Complete these online assignments as part of your study preparation, in brief.

Three examinations must be completed during this course. Exams can only be completed on the date on which each is given unless a student has a university-approved excuse that excuses him or her from taking the exam on the originally assigned date.

- The dates by which each of these Learn It Assignments (Module Tests) must be completed are shown in

the Table provided at the end of this syllabus.

- The dates on which each of the three Examinations must be completed are also shown in the Table provided at the end of this syllabus.

Course Prerequisites or Other Restrictions

The prerequisite for entry to this course is junior standing or permission from the students' departmental/major advisors

Course Objectives

By the end of this course, students will be able to:

- Explain the complete scope of marketing and the role that marketing plays inside organizations, macro- and micro-economies operating at global, national, and local levels, and cultural/societal settings.
- Explain the full range of strategic tasks and responsibilities that marketers must manage and the challenges, opportunities, problems, and issues that marketers must address within the complicated and competitive but collaborative business environments in which they must compete.
- Discuss historical as well as contemporary marketing principles, terminology, and concepts.
- Not just speak marketing but also inculcate a “marketing-orientation” as a key component of their professional and/or business lives.
- Execute key marketing principles/practices/processes such as segmentation-, targeting-, positioning-, product & branding management-, supply chain management-, promotional management-, pricing management-, and new product development initiatives.
- Develop and execute marketing plans at strategic and functional levels.
- Execute marketing planning and managerial activities in full awareness of the ongoing obligation to make decisions and behave in accordance with socially responsible, sustainable, and ethical norm

Teaching Philosophy

- My teaching philosophy is grounded in the belief that effective marketing education emerges through active participation, critical thinking, and real-world application through case studies. In teaching Fundamentals of Marketing Practice, I view my role primarily as a facilitator of learning rather than a sole source of knowledge. I focus on building strong conceptual foundations, but Students' input, discussion, and reflection are mandatory components of the learning process, as marketing practice requires perspective-taking, creativity, and analytical reasoning. My goal is to create an inclusive classroom environment where students develop conceptual clarity, practical competence, and confidence to apply marketing principles beyond the classroom.

Email Communication

You may contact me at any time via UNT email, but remember to treat *all email communications as professional correspondence*.

Please send all correspondence via the UNT email system to amber.sardar@unt.edu.

I will respond to your emails within a 24-hour time period. The best way to schedule a conference (if needed) is to suggest an appointment time via email to amber.sardar@unt.edu.

Textbook

Foundations of Marketing 9th Edition

Author: William M. Pride and O.C. Ferrell Publisher: Cengage

ISBN: 9780357709986

Online Access is Required. A link should be available on Canvas

Course Technology & Skills

Students need a reliable computer, tablet, or phone, with reliable computers and tablets almost certainly ensured to prove more valuable to students than their phones. Students likewise need reliable internet access. Students, finally, will need reliable speakers to listen to video lectures.

- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

Computer Skills & Digital Literacy

Students should know how to: use CANVAS, use email, and how to download/install software.

The publisher's Help Desk is great at helping you acquire the textbooks, access the two codes, and enter the textbook website. Please use the publisher's Help Desk for these purposes. For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with instructors.

Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis 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 will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinions may differ from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individuals' experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.

- Proofread and fact-check your sources.
- Remember that online posts are permanent. Think before you type.
- See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

Course Requirements

Required Activity	Possible Points	Percentage
3 Exams	450 (150 points each)	45%
Learn It assignments	100	10%
PMP Project 2 Parts	200 (100 points each)	20%
Participation in research - SONA	100	10%
Attendance/Participation	100	10%
Case Studies	50	5%
Total	1000	100%

Grading

Final Grade A = 90% and above of the 1000 available points.
 Final Grade B = 80% to 89.99% of the 1000 available points.
 Final Grade C = 70% to 79.99% of the 1000 available points.
 Final Grade D = 60% to 69.99 of the 1000 available points.
 Final Grade F = below 60% of the 1000 available points.

Grade Breakdown

Exams:

You will have three exams, totaling 45% of your grade. All exams will be administered on Canvas and will be timed, with a minimum availability period of 24 hours. If you lose internet, etc., you may be able to regain access, but the timer will not stop. So, it is **VERY IMPORTANT** to use a reliable computer with reliable internet when taking your test. All exams will be face-to-face in class exams. Lockdown browsers will be used with webcams. More details to come.

Chapter Learn It Assignments:

Each chapter has an online assignment through Canvas to assess the key principles from each chapter. The assignments for each week's chapters will be due by 11:59 pm the night before that exam. I would **STRONGLY** recommend you spend some time each day working on these, though – this will be **MUCH** easier than waiting until the last day to do them all. The assignments allow two attempts per chapter.

Personal Marketing Plan Assignments:

The Personal Marketing Plan (PMP) assignments are designed to help you think more strategically about your personal product and brand. Details and information about the assignments will be provided in class.

The two assignments are:

Personal Marketing Plan 1: Objectives / SWOT

Personal Marketing Plan 2: Product Pitch

Participation/Attendance:

The nature of this course requires class participation from the students in discussing the lecture topics and case studies. Students are expected to attend each class and contribute to the daily discussion. In-class participation assignments and case studies will be given each discussion/lecture day.

Grading Policy:

In fairness to all students, no individual student will be allowed to extra credit to compensate for poor performance in the class. There will be no individual curves on any assignments in this course.

If you are having any difficulties (personal or academic) that are interfering with your course performance, contact me immediately (i.e., when the problem first starts affecting your work, not at the end of the course). If you need any assistance with regard to this course, please do not hesitate to contact me.

Case Studies:

Each of you will be required to submit a case study relevant to the chapter we are studying each week. The case studies will be available on Canvas weekly and are graded activities. You must submit each case study by 11:59 p.m. on Monday, prior to the next class session.

Late Assignments

All chapter Learn It assignments are due before each exam; therefore, you have ample time and flexibility to complete them well in advance. No late assignments will be accepted. Any assignment submitted after the deadline **MAY** receive a maximum grade of 50%.

Exams will not be allowed to be made up unless prior arrangements have been made with the instructor.

Case Studies will be allowed to be made up for up to 50% credit.

Class Participation

Attendance and participation make up 10% of your overall grade.

Online Access

The University is committed to providing a reliable online course system to all users. However, in the event of an unexpected server outage or any unusual technical difficulty that prevents students from completing a time-sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback

My responsibility and promise are to help students grow and learn. I will provide clear instructions for

projects and assessments, answer questions about assignments, identify additional resources as necessary, offer appropriate grading rubrics and review opportunities, and update course content as needed and appropriate.

As noted, students should always expect to receive responses to their email queries on either the day they message me or the next day after they message me.

Students should also expect regular announcements from me as the course progresses. However, there will be far more announcements at the beginning than at the end of the course as we all do our best to get the course off to a good start, and I give out little pieces of helpful information. These announcements will always be posted on CANVAS.

Syllabus Change Policy

I reserve the right to change the syllabus, or policies, and/or due dates inside provided that (1) the change in no way injures any student and (2) an announcement about the change will be posted on canvas. One thing students can rest assured of: Changes to the syllabus almost always redound to their interests.

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (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 \(https://disability.unt.edu/\)](https://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.

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 Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (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/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct,

including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If students or someone they know are experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on- campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT

International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

Students own the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) that they create inside classes. The University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

The work is used only once.

The work is not used in its entirety.

The use of the work does not affect any potential profits from the work.

The student is not identified.

The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Transmission and Recording of Student Images in Electronically-Delivered Courses

No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.

If event instructors record student presentations, they must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.

Instructors who video-record their class lectures with the intention of re-using some or all of the recordings for future class offerings must notify students on the course syllabus if students' images may appear on the video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on the video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, instructors are encouraged to let students know the recordings will be available to them for study purposes.

[Academic Support & Student Services Student Support Services](#)

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

[Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)

[Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)

[UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)

[UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

[Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that differs from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT. [UNT Records](#)

[UNT ID Card](#)

[UNT Email Address](#)

[Legal Name](#)

UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

[What are pronouns and why are they important?](#)

[How do I use pronouns?](#)

[How do I share my pronouns?](#)

[How do I ask for another person's pronouns?](#)

[How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

[Registrar](https://registrar.unt.edu/registration) (https://registrar.unt.edu/registration)

[Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)

[Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)

[Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)

[Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)

[Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)

[Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)

[UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

[Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)

[Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)

[UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)

[Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)

[MathLab](https://math.unt.edu/mathlab) (<https://math.unt.edu/mathlab>)

Table 1: Topics, Online Assignments, & Exam Timelines/Deadlines

Spring 2026	Course Dates (May complete Online Module assignments between	Dates TOPIC(S)	Chapter
Week 1	January 13	Customer-Driven Strategic Marketing	1
	January 15	Customer-Driven Strategic Marketing	1
Week 2	January 20	Planning, Implementing, and Evaluating Marketing Strategies	2
	January 22	Planning, Implementing, and Evaluating Marketing Strategies	2
Week 3	January 27	The Marketing Environment, Social Responsibility, and Ethics Introduce PMP Part 1	3

	January 29	The Marketing Environment, Social Responsibility, and Ethics	3
Week 4	February 3	Marketing Research and Analytics	4
	February 5	Marketing Research and Analytics	4
Week 5	February 10	Target Markets: Segmentation and Evaluation	5
	February 12	Target Markets: Segmentation and Evaluation	5
Week 6-Exam 1	February 17	Finish Up Lectures and Review for Exam 1	PMP Part 1 due
	February 19	In class Exam 1 (Lockdown browsers)	Complete Online Learn Its Chapters 1-5 by 11:59 pm 2/18
Week 7	February 24	Consumer Buying Behavior Introduce PMP Part 2	6
	February 26	Consumer Buying Behavior	6

Week 8	March 3	Reaching Global Markets	8
	March 5	Reaching Global Markets	8
Holiday	March 10	Spring Break	Be Safe and Have Fun
	March 12	Spring Break	Be Safe and Have Fun
Week 9	March 17	Digital Marketing and Social Networking	9
	March 19	Digital Marketing and Social Networking	9
Week 10	March 24	Product Branding and Packaging Concepts	10
	March 26	Integrated Marketing Communications	15
Week 11-Exams 2	March 31	Catch up on Lectures and Review for Exam 2	
	April 2	In class Exam 2 (Lockdown browsers)	Complete Online Learn Its Chapters 6, 8,9, 10, and 15 by 11:59 pm 4/1

Week 12	April 7	Developing and Managing Goods and Services	11
	April 9	Developing and Managing Goods and Services	11
Week 13	April 14	Pricing Concepts and Management	12
	April 16	Pricing Concepts and Management	12
Week 14	April 21	Marketing channels and supply chain management	13
	April 23	Marketing channels and supply chain management	13
Week 15	April 28	Advertising and Public Relations	16
	April 30	Advertising and Public Relations	16 Work on PMP Part 2, due May 4, Monday
Week 16 Final Exam Week	May 5	Catch up on Lectures, Work on PMP 2, Study for Exam 3	Study for Exam 3,
	May 7	In class- Exam 3 (Lockdown browsers)	Complete Online Learn Its Chapters 11, 12,13, and 16 by 11:59 pm 5/6

Research Experience Program
unt-cob.sona-systems.com
cob.unt.edu/research/research-experience-program

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process. Your participation in these research studies will make up **10%** of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the format and duration of the study.

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the **10%** course requirement, you must earn a total of **10 REP credits** throughout the semester (i.e., 1 credit = **1 percent of your final grade**). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

- ➔ To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the REP Admin Team via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.
- ➔ Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Important Deadlines!

April 24th, 5:00 PM – Last day to participate in SONA for Spring semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **May 1st**, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.

- 2) Assign your credits to the proper course. This course is: **MKTG-3650-001**
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to May 1st to adjust these credits!
- 4) If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before April 24th. Article critiques will not be available until the last week before April 24th. Please note that study participation will require less of your time than article critiques.