

Foundations of Marketing Practice MKTG3650.004

August 17 – December 11 2026

Professor: Dr. Chanchal B Tamrakar (CBT)

Office Location: BLB 358B

Class time and Location: TuTh 1245 pm to 205 pm at BLB 055

Office Hours: TuTh 2:00 pm to 4:00 pm W 01:00 pm to 02:00 and via Zoom at a time that works for you.

Office Phone: [\(940\) 369-8908](tel:(940)369-8908)

Email: chanchal.tamrakar@unt.edu (preferred method of contact)

Welcome to MKTG 3650 Foundations of Marketing Practice! I want to welcome everyone to the course. My name is Chanchal Tamrakar and I will be your instructor this semester.

Required Materials and Equipment

None

Any recent edition of **Lamb, Hair, & McDaniel, MKTG Principles of Marketing** (Strongly Recommended).

Course Description

Organizations operate in a complex, dynamic, and competitive environment. In serving their customers, they face constant challenges, especially due to frequent changes in their business environment. Marketing is a discipline that describes the art and science of analyzing markets and harnessing available forces to best serve the organization's customers.

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 provide an overview of the entire set of professional and business activities that contemporary marketing managers perform. Key topics that are addressed in this course include but are not limited to the identification of market opportunities, the development of strategic- and marketing-levels planning, and the management of product/service development, price setting, 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. Specifically, the objectives of the course are to:

- Be able to understand the different marketing philosophies (product orientation, sales orientation, market orientation, and societal marketing orientation)
- Understand corporate social responsibility and the triple bottom line (profit, planet, and people)
- Understand and be able to create a marketing plan with all its elements (vision, mission, objectives, and marketing strategy)
- Understand and be able to recognize the elements of the marketing mix (product, price, place, promotion)
- Be able to use the BCG matrix for portfolio analysis (Star, cash cow, problem child, and dog)
- Understand basic strategic marketing decisions (market penetration, market development, product development, and diversification)

- Understand the importance of external forces (cultural, economical, technological, political, social, and environmental) while developing a marketing strategy
- Understand and be able to apply the components to a SWOT analysis
- Understand the consumer decision-making process (Need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior)
- Understand why segmentation is important and be able to use various segmentation schemes such as demographic, psychographic, and behavioral segmentation
- Understand how marketers choose a target market
- Understand the importance of marketing research to the entire marketing process
- Understand the types of consumer products (convenience, shopping, specialty, and unsought)
- Be able to recognize the characteristics of each stage of the product life cycle (introduction, growth, maturity, and decline)
- Understand product portfolio decisions businesses need to make (product line depth, product mix, brand extensions, etc.)
- Understand the difference between global brands, manufacturer's brand, private label brand
- Be able to distinguish between family branding and individual branding
- Understand how supply and demand affect pricing for various product categories
- Understand price elasticity and be able to identify if demand is elastic or inelastic and how that would affect pricing decisions
- Be able to recognize the various pricing strategies (price skimming, penetration pricing, status quo pricing)
- Be able to identify various elements in the distribution
- Be able to recognize various types of channel conflicts (vertical/horizontal)
- Understand strategic distribution decisions (intensive distribution, selective distribution, and exclusive distribution) and why marketers chose a particular distribution strategy
- Understand various elements of the promotional mix (advertising, sales promotion, personal selling, public relations, and digital marketing)
- Be able to distinguish between push and pull
- Understand the importance of the unique selling proposition (USP)
- Understand the AIDA (attention, interest, desire, and action) principle of marketing communication

Because marketing is a practical discipline that involves art as much as science, this course will be taught through a combination of lectures on the concepts and principles, their applications, and analysis of some significant marketing issues. Regardless of your major, an understanding of marketing will be important to your success. Everyone, regardless of their function within an organization, is a participant in the marketing process.

Prerequisites

The only prerequisite for the course is junior standing. However, in order to be successful in this course, you will need to:

- Pay attention to the final due dates for all assignments.
- Adhere to the suggested timelines for completing all assignments.
- Commit to spending the required time each week reading the assignments, reflecting on the material covered, and participating in other course activities.

Grading

Grading	
Attendance/Participation	5
Quiz/Assignments	10

Team Project Document	20
Team Project Presentation	5
Research Participation	5
Exams (1, 2, 3, & 4) - Best 3 out of 4	55
Total	100

Course Activities & Assessments (100 Points)

Attendance/Participations - 5 Points

Your attendance and participation in the class is **very** important and worth a total of 5 points. All students automatically receive **three unexcused absences** (no documentation necessary). After three unexcused absences, 1 point (out of the total possible 5) will be deducted for each additional unexcused absence. Any documents for absences must be submitted **within one week**. If you are late when I take attendance at the beginning of the class, you are absent. Please be sure to check your attendance scores on Canvas every week. Participation scores may also include discussion participation on Canvas. Rubric for discussion postings will be provided in class.

Although this class will be primarily of a lecture format, quality discussion and questions will create a better learning environment for all.

For purposes of this class, “class behavior” includes interactions in the physical classroom, interactions with the instructor outside the classroom as well as online interactions with the instructor or other students via email, Canvas or any other form of electronic communication. While classroom discussion and opinions should be freely voiced, there are

expectations of civility which, if not met, will be referred to the Office of Student Conduct as violation of the student conduct code. Unacceptable behaviors from students include:

- intimidation or harassing behavior
- inappropriate, disrespectful, or uncivil responses to the comments or opinions of others in the classroom or transmitted electronically
- biased based behaviors (comments or harassment)
- threats/challenges to do physical harm (even when stated in a joking manner)
- use of obscene or profane language in the classroom or transmitted electronically
- excessive talking
- late arrival to, or early departure from, class without permission
- use of personal electronic devices such as cell phones or other electronic
- refusal to comply with faculty direction

You will be notified by Eagle Alert if there is a campus closing that will impact a class and the class calendar is subject to change.

Quizzes/Assignments (10 Points)

Quizzes may take the form of surprise quizzes in class or timed quizzes on Canvas. There will generally be a quiz on each topic that we cover in class. Assignments relating to various topics will be handed out periodically to be submitted via dropbox or discussed in the discussion section of Canvas.

Exams (55 Points)

Your exams will be generally be 50 multiple choice question with a few open ended questions. Exams are to be taken in class. There will be 4 exams each worth the same credit. The first three exams are non cumulative while the 4th (final) exam is cumulative. The lowest scored exam will be dropped if you take all 4 exams. The in-class exams in this course are closed textbooks, and closed notes; no devices are allowed on

desks. I'll bring the scantrons; you should bring sharpened pencils and a simple calculator. Please seat yourself one seat apart from your nearest neighbor when possible.

Team Project (20 Points)

A team of 4 or 5 students each will be formed for the team project after the add-drop period is over. The selection of the students for the team project will be random and done in class. You will work together with your team to complete your team project. You will also complete a team charter form where you will discuss the specifics of team expectations while working on the team project. Your final score on the team project will depend on a combination of your individual score and the peer evaluation score given to you by your teammates. Team project completion is the responsibility of each of the team members. The entire team will get the same grade regardless of the work each member has put in. Therefore it is the responsibility of each member to make sure that everyone is putting in the desired effort. More details about the team project are provided in the team project guidelines.

Team Presentations (5 Points)

Each team will present at least once in class. The team project presentations will be a group presentation of around 15-20 minutes each. Each member of the team will have to present to receive presentation grades. Other team presentations, if assigned, in class can be individual or can be a group presentations. These will help me provide feedback to you on some aspects of the team project. You must wear business casual for the presentation.

Research Participation (5 Points)

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 and learn about methods and scaling techniques. Your participation in these research studies will make up **5%** of your final class grade.

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 length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

More details on Research Participation will provided in a separate page.

Make-up exams

Students with health or personal problems must request a make-up exam ONE WEEK BEFORE the exam date. Documentation must be submitted along with a make-up exam request. **DO NOT EXPECT** a make-up exam without a University-approved excuse. **A Make-up exam will be approved with a 10% deduction of the maximum points that the exam is worth unless it is a university excused problem.**

Grading

Your grade in this course is based on the percentage of points you earn out of the **100** points that are possible in the course, as follows:

- A: 90 - 100% (Outstanding, excellent work. The student performs well above the minimum criteria.)
- B: 80 < 90% (Good, impressive work. The student performs above the minimum criteria.)
- C: 70 < 80% (Solid, college-level work. The student meets all criteria.)
- D: 60 < 70% (Below average work. The student fails to meet the minimum criteria.)
- F: < 60% (Sub-par work. The student fails to complete course requirements.)

Penalty for Late and Wrong Submissions

1. 1 day late or wrong dropbox submission: 10% deduction from total assigned grade
2. 2 days late: 20% deduction from total assigned grade
3. 3 days late: 30% deduction from total assigned grade
4. 4 days late and more: Zero

F-1 Visa Regulations

Federal regulations stipulate that students may apply only three fully online semester credit hours (SCHs) toward the hours required for full-time status for [F-1 Visa \(DOC\)Links to an external site.](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students

Minimum Technology Requirements

- Computer.
- Reliable internet access.
- Speakers.
- Microphone.
- Microsoft Office Suite.
- [Canvas Technical RequirementsLinks to an external site.](https://clear.unt.edu/supported-technologies/canvas/requirements) (<https://clear.unt.edu/supported-technologies/canvas/requirements>).

Computer Skills & Digital Literacy

Course-specific technical skills learners must have to succeed in the course, such as:

- How to access and use Canvas.
- Using email with attachments.
- Downloading and installing software.
- Using the Excel spreadsheet program.

Rules of Engagement

Rules of engagement refer to the manner in which students are expected to interact with one another and with their instructors in class and online. Here are some general guidelines:

- Treat your instructor and classmates with respect.
- Always use your professors' proper title: Dr. or Professor, or if in doubt, use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid using slang terms such as "wassup?" and texting abbreviations like "u" instead of "you."
- Use standard fonts such as Arial, Calibri, or Times New Roman, and set the font size to 10 or 12 points.
- Please avoid using the caps lock feature, AS IT CAN BE INTERPRETED AS YELLING.
- Avoid using emoticons like :).
- Be cautious with humor or sarcasm, as tone can sometimes get lost in an email or discussion post, and your message might be misinterpreted as serious or perceived as offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via e-mail.

Communication Policies

How I Communicate with Students

I will make announcements in class as well as the ‘**Announcements**’ tool in Canvas to disseminate critical information in the class. You should check for announcements weekly.

Communicating with Dr. Tamrakar and TAs

Again, **all email communications with me or my teaching assistants must be sent via email**. You can also use Canvas Mail. In Canvas, select “compose” and then select the course (MKTG3650 section 004 for Fall 2026). Address your email to all my TAs and me.

All email communications should be treated as professional correspondence. This is a foundation course in the core business curriculum. We are tasked with training business professionals. Bear this in mind as you craft your communications. Remember that you are not emailing or texting a peer.

The following email guidelines should be strictly followed:

- Start the subject line with MKTG 3650.004
- Employ a subject line that clearly indicates the content of your email. I should not see ‘RE:’ in the subject line unless you are responding to an email received from my TAs or me.
- Pay close attention to spelling, punctuation, capitalization, and grammar. Do not employ email abbreviations, “texting” abbreviations, or slang. I strongly recommend composing your email in a word processor and then pasting it into your email. Most word-processing programs have good spelling and grammar-checking capabilities. **Avoid composing emails on a smartphone.** I do not expect your writing to be error-free. I certainly make my share of mistakes. However, you should do your best.
- The ‘tone’ of your email should be professional. Carefully proofread your email before hitting the ‘send’ button. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- **Email communications that do not meet these standards are likely to be returned unread with a recommendation to "edit and resubmit."**

Getting Help

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or does not perform as expected. UNT has a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm)Links to an external site. (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In-Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight

- Friday: 8am-8pm
- Saturday: 9am-5pm

Student Support Services

UNT provides mental health resources to students to ensure there are numerous outlets to turn to that wholeheartedly care for and support students in need, regardless of the nature or severity of the issue. 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)[Links to an external site.](#) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)[Links to an external site.](#) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care)[Links to an external site.](#) (https://studentaffairs.unt.edu/care)

Other student support services offered by UNT include

- Registrar (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/)[Links to an external site.](#) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services)[Links to an external site.](#) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center)[Links to an external site.](#) (https://studentaffairs.unt.edu/career-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)[Links to an external site.](#) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Food Pantry](https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html)[Links to an external site.](#) (https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources)[Links to an external site.](#) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc)[Links to an external site.](#) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/)[Links to an external site.](#) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/)[Links to an external site.](#) (http://writingcenter.unt.edu/)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. Please use your name as it appears on official UNT records to avoid confusion with others. You can change your name with UNT if you wish to be addressed using a different name. 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. If your name is not gender specific, the use of pronouns can clarify your gender, reducing the possibility that you will be misgendered in communications.

Grade Disputes

Please be sure to check your attendance and all other grades on Canvas weekly for accuracy.

If you would like to meet, please email me during office hours or arrange a Zoom meeting (I am unable to discuss grades via email). You should come to the meeting with specific evidence to demonstrate that you earned a higher grade than you received. You forfeit your right to a grade dispute if you miss your scheduled meeting. If you do not contact me to schedule a meeting within the grade contest time after receiving your grade, you also forfeit your right to dispute the grade.

Departmental Policy on Grade Changes

No grade except 'I' may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors.

Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded.

A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

University Policy on Awarding and Removal of Incomplete (I)

The grade of I is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student:

- Is passing the course.
- Has reasons beyond the student's control why the work cannot be completed on schedule.
- Arranges with the instructor to complete the course at a later date by fulfilling specific requirements listed on the grade sheet.

A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is adjusted accordingly. If a student does not complete the stipulated work within the specified time (not to exceed one year after taking the course), the instructor may change the grade from I to a grade that carries credit, or assign a grade of F if appropriate. The GPA is adjusted accordingly.

A student who could not complete final examinations due to illness may remove an I grade without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

Departmental Policy for Informing Students of Final Grades

Final grades will be posted through the grade book within Canvas. Please keep in mind that departmental staff are not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only Dr. Tamrakar or other authorized individuals can release your grade.

UNT & Course Policies

Important Academic Dates

- [Registration Guides by Semester](#)[Links to an external site.](#)
- [Online Academic Calendar](#)[Links to an external site.](#)
- [Final Exam Schedule](#)[Links to an external site.](#)

Attendance Policy

An attendance policy is required for all UNT syllabi.

UNT Academic Integrity Policy

Academic Integrity Standards and Consequences. According to [UNT Policy 06.003](#)[Links to an external site.](#), 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.

UNT College of Business Student Ethics Statement

The following is the UNT College of Business ethics statement, which all students in this class are required to read and acknowledge.

“As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible for reviewing the policies as provided by the link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another’s thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in online coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users’ data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and Canvassing that occurs on the website dedicated to this course through computer “hacking” or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech.”

ADA 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 Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable

accommodation letter to be delivered to 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 before 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 the student's privacy. For additional information, refer to the Office of Disability Access website (<https://studentaffairs.unt.edu/office-disability-access>[Links to an external site.](#)). You may also contact ODA by phone at (940) 565-4323.

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 online 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 record; however, information about student's 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' opportunities 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 classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student 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>).

Student Evaluation Administration Dates

Student feedback is an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14, and 15 of the long semesters to allow students to evaluate how this course is taught. 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 stating that the survey has been submitted. For additional information, please visit the SPOT website (<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 based on sex and, therefore, prohibit sexual misconduct. If you or someone you know is 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 students who have 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 available resources 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 reported confidentially to the Title IX Coordinator at oeo@unt.edu or (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 online courses, please go to the Electronic Code of Federal Regulations website (<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:

(G) 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 online 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 online 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 experiences 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:

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

(2) 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 for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure whether to participate in an on-campus experiential component for this course, they 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>Links to an external site.).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class, and 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.
- 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.

Download the UNT System Permission, Waiver, and Release Form

Transmission and Recording of Student Images in Electronically-Delivered Courses

This course may employ lecture capture technology to record Zoom meeting sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

Syllabus Change Policy

Changes to the syllabus may be needed to update course information such as changes in due dates. Such changes will be disseminated via Canvas announcements.

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