

Marketing 3650.002

Class Sessions and Course Structure

Mondays & Wednesdays 1 p.m. – 2:50 p.m., BLB 070 UNT Denton Campus

This is 15 weeks of material condensed into an in-person 10-week course with class sessions held in-person twice a week. The workload is heavier per week than in a 15-week course since we are covering the same content in a shorter time frame. Assignments will be completed and submitted through Canvas.

Course Description

3650.001 Foundations of Marketing Practice. 3 hours. 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. Prerequisite(s): Junior standing. For Business majors only.

Course Learning Objectives

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

1. Describe the scope of marketing and its role within 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

Required Materials

You are required to purchase the electronic product **Cengage Mindtap for Pride/Ferrell's *Foundations of Marketing*** by William M. Pride, O.C. Ferrell, 10th edition, copyright 2026,

Foundations of Marketing MindTap + eBook: **\$75**

You can access and purchase via the Cengage link **on the Canvas menu on the left**. This is a negotiated rate if you purchase through Cengage via the Canvas link or via your Cengage login. If you purchase through the UNT Bookstore, the cost may be higher. If you have any issues accessing the content, there is a Cengage Module with a page that will link you to Technical Support.

Attendance

Students are expected to attend all class meetings. **Attendance will be 12% of your grade.** There will be group project work occurring during classes, so attendance is critical. There are 15 scheduled in-person classes. You must attend at least 12 to receive full credit for attendance. Your three lowest attendance grades will be dropped.

Our sessions are nearly two hours long, and there may be a time when a student can't attend the entire session. Consequently, there may be times partial attendance points will be awarded if a student misses part of the class but is able to attend for at least half of the session.

It is important you communicate with the professor prior to being absent so you and the professor can discuss and mitigate the impact of the absence on your attainment of the course learning goals.

Grading

A = 900-1000 points

B = 800-899 points

C = 700-799 points

D = 600-699 points

F = 0-599 points

Assignments Percentage to Total Grade

Syllabus Check: 0.3%	3 points
Attendance: 12%	120 points
Cengage case studies: 20.7%	207 points
Simulations: 10%	100 points
Three Exams 27%	270 points
Final Group Project: 25%	250 points
Relevant Article/Example share: 5%	50 points
Total: 100%	1000 points

Schedule

Module	Chapters	Class Date	Topic	Due dates
			Syllabus Review: Syllabus Quiz	Wednesday, 5/20 @1 pm
1	Intro/1	Monday 5/18	Customer Driven Strategic Marketing reading and case activity	Monday, May 25
1	2	Wed 5/20	Planning, Implementing and Evaluating Marketing Strategies reading and case activity	Monday, May 25
1		Monday 5/25	Memorial Day - NO CLASS	
1	3, 4	Wed 5/27	The Marketing Environment, Social Responsibility and Ethics & Marketing Research and Analytics readings and case activities	Sunday, May 31
1			You Make the Decision Simulation: Part 01 Marketing Strategy and Customer Relationships	Sunday, May 31
1	5	Mon 6/1	Target Markets: Segmentation and Evaluation Reading and Case Activity	Sunday, June 7
1	6	Wed 6/3	Consumer Buying Behavior Reading and case activity	Sunday June 7
1			You Make the Decision Simulation: Part 02 Marketing Research and Target Market Analysis	Sunday June 7
1		Mon 6/8	Exam due- Chapters 1-6 no class	Monday, June 8

2	7, 8	Wed 6/10	Business Markets and Buying Behavior & Reaching Global Markets readings and case activities (2)	Sunday, June 14
2	9	Mon 6/15	Digital Marketing and Social Networking and Case Activity	Sunday June 21
2	10	Wed 6/17	Product, Branding and Packaging Concepts and case activity	Sunday June 21
			You Make the Decision Simulation: Part 03 Buying Behavior, Global Marketing and Digital Marketing	Sunday June 21
2	11	Mon 6/22	Developing and Managing Goods and Services and Case Activity	Sunday, June 28
2	12	Wed 6/24	Pricing Concepts and Management and Case Activity	Sunday, June 28
2		Mon 6/29	Exam due- Chapters 7-12 no class	Monday, June 29
3	13, 14	Wed 7/1	Marketing Channels and Supply Chain Mgmt, Retailing, Direct to Consumer Marketing and Wholesaling and Case Activities (2)	Sunday, July 5
3			You Make the Decision Simulation: Part 05 Distribution Decisions	Sunday, July 5
3	15	Mon 7/6	Integrated Marketing Communications and Case Activity	Sunday, July 12
3	16	Wed 7/8	Advertising and Public Relations and Case Activity	Sunday, July 12
3	17	Mon 7/13	Personal Selling and Sales Promotion	Sunday, July 19
3			You Make the Decision Simulation: Promotion Decisions	Sunday July 19
3		Wed 7/15	Group Presentations and Paper Due	Wed July 15
3		22-Jul	Exam due 3 Chapters 13-17 no class	Wed July 22

Relevant Example Share

Each student will prepare a 5–10-minute discussion with the class on a current news article or video that relates to one of our recent topics. The discussion topic should be either related to one of the topics being covered for that class or a topic from the most recent class. No written submission is required. The student should email the teacher the article

or video they wish to share the day prior to the class they will present. For the day they will share, the student should briefly explain the topic and then have a few open-ended discussion questions they ask the class to generate discussion. If a video is played, the video clip shown should be less than five minutes to allow time for discussion. Students will be able to select their date on the 1st day of class. This assignment is worth 50 points.

Group Project – Product Development and Launch

Students will be placed into groups of three or four people. These groups will design a new product and develop a marketing plan for the product launch. The marketing plan will include a SWOT analysis, research, branding, and advertising strategy. The group will prepare a written marketing plan and will present the plan as a team to the class the last week of the session. This project is worth 250 points.

Late Work Policy/Grade Discrepancies

Late work will have points **reduced by 15%** if completed after the due date. Late work will not be accepted after two weeks past the due date.

All grade discrepancies should be raised prior to the end of the semester. If you need help or cannot complete the work because of personal difficulty, please contact me immediately so that we can review alternatives. There may be extra credit opportunities throughout the semester. However, I will not offer extra credit after the final projects are submitted.

Technology

In class use of laptop computers or tablets is restricted for note taking purposes ONLY. All other communication devices are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment. **The use of cameras, video cameras and recording devices on mobile phones, laptops, tablets, etc. to take photos of the white board or projected materials, and/or audio recordings of lectures during class sessions are strictly prohibited.**

Professionalism

Students are expected to treat any digital communications in the Course—including emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging shorthand)

- Will not be written in all capital letters.
- Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
- Emails should include a specific subject line.
- All communications should be courteous and respectful

Integrity

The University of North Texas sets high standards of honesty and integrity. I expect all students to commit to the Honor Code: “I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by [UNT Student Academic Integrity Policy, 06.003](#)[Links to an external site.](#) (). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable.”

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.

Artificial intelligence Usage

In this course, you are encouraged to use Generative AI (GenAI) tools such as Claude, ChatGPT, or CoPilot to support your learning and development skills for a GenAI-oriented workforce. This use will help us stay technically proficient and ethically grounded. However, GenAI should complement, not replace, your critical thinking or our course materials. When the use of GenAI tools is not allowed, it will be noted in the assignment. If something seems unclear, please seek clarification.

I sometimes use GenAI to generate prompts or to create scenarios. I will always disclose how I use GenAI, and I expect the same from you. In line with the UNT Honor Code, **all work you submit must be your own.** Using GenAI tools without attribution or relying on them to complete assignments violates academic integrity and will be addressed according to university policy.

ADA accommodation statement

The University of North Texas makes reasonable academic accommodation 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 accommodation 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 the privacy of the student. For additional information, refer to the [Office of Disability Access](#)[Links to an external site.](#) website. You may also contact ODA by phone at (940) 565-4323.