

## Spring 2026

# Marketing 3651.700 Foundations of Marketing Practice for Non-Business Majors

### Course Description

#### **3651. Foundations of Marketing Practice for Non-Business Majors. 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. The course is designated for non-business majors.

*Prerequisite(s) : For non-business majors only.*

### Instructor Information

Beth McConahay, Adjunct Professor

[Elizabeth.McConahay@unt.edu](mailto:Elizabeth.McConahay@unt.edu)

Mobile: 651-724-0243 (Feel free to text anytime between 7:00 a.m. – 10:30 p.m.)

Office Hours: by appointment

[www.linkedin.com/in/beth-mcconahay](http://www.linkedin.com/in/beth-mcconahay)

UNT strives to offer you a high-quality education and a supportive environment, so you learn and grow. I am committed to helping you be successful as a student. I value the many perspectives students bring to our campus. Please work with me to create a culture of open communication, mutual respect, and belonging. All online discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a welcoming online environment for all.

### Course Learning Objectives

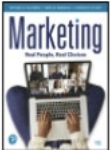
By the end of this course, students will be able to:

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

### Course Structure:

This is an online, asynchronous class. Assignments will be completed and submitted through Pearson MyLab and Canvas. Students should select the Access Pearson link to get access to the e-Text and MyLab content.

## Required Materials



You are required to purchase the e-Text Marketing: Real People, Real Choices (Pearson MyLab) by Michael Solomon; Greg Marshall; Elnora Stuart – 12<sup>th</sup> edition, 2025 with the Pearson MyLab Electronic product.

You should be able to access and purchase **via the Access Pearson link in Canvas**. The cost for the e-textbook and MyLab content is around **\$92**, but only if you purchase directly through Pearson. If you purchase through the bookstore, your price will be higher.

To purchase your e-textbook and MyLab package, click on the Access Pearson link in Canvas. From there, you will be able to select the e-textbook and MyLab package and you will be charged directly from that site.

You must purchase the e-text and MyLab content within the first few days of the course. Not purchasing the e-text and electronic package is not an excuse for late/missing work.

If you have any issues accessing the Pearson content, here is the link to the Pearson Help Desk.

[Pearson Back To School Virtual Help Desk](#)

## Eagle Alert for Campus Closure Notices

Students will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Campus Closures Policy \(https://policy.unt.edu/policy/15-006\)](https://policy.unt.edu/policy/15-006).

## Grading

Total Points available for course: 850

- A = 765 points and up
- B = 680 – 764 points
- C = 595 – 679 points
- D = 510 – 594 points
- F = 509 points and below

## Assignments Percentage to Total Grade

Pearson MyLab Readings & Content:	28%
Chapter Quizzes:	31%
Exams:	28%
Discussion Board Posts:	13%

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 exams are submitted.

## Course Requirements/Schedule

Module	Week	Topic	Assignments	Due Dates	Points
		Syllabus Confirmation Quiz			4
1	1	Chapter 1, Welcome to the World of Marketing: Create and Deliver Value	MyLab reading, Mini-Sim and other assigned content, chapter quiz	18-Jan	36
1	2	Chapter 2, Global, Ethical and Sustainable Marketing	MyLab reading, Mini-Sim and other assigned content, chapter quiz	18-Jan	37
2	3	Chapter 3, Strategic Market Planning	MyLab reading, Mini-Sim and other assigned content, chapter quiz	25-Jan	37
2	4	Chapter 4, Market Research	MyLab reading, Mini-Sim and other assigned content, chapter quiz	25-Jan	40
3			<b>Discussion Post #1 Due</b>	<b>1/28 &amp; 2/1</b>	<b>55</b>
3	5	Chapter 5, Marketing Analytics: Welcome to the Era of Data-Driven Insights!	MyLab reading, Mini-Sim and other assigned content, chapter quiz	1-Feb	36
3	6	Chapter 6, Understand Consumer Markets	MyLab reading, Mini-Sim and other assigned content, chapter quiz	1-Feb	29
4	7	Chapter 7, Segmentation, Target Marketing and Positioning	MyLab reading, Mini-Sim and other assigned content, chapter quiz	8-Feb	39
4	8	Chapter 8, Product I: Innovation and New Product Development	MyLab reading, Mini-Sim and other assigned content, chapter quiz	8-Feb	33
4			<b>Midterm - Chapters 1-7</b>	<b>11-Feb</b>	<b>120</b>
5	9	Chapter 9, Product II: Product Strategy, Branding and Product Management	MyLab reading, Mini-Sim and other assigned content, chapter quiz	15-Feb	43
5	10	Chapter 10, Price: What is the Value Proposition Worth?	MyLab reading, Mini-Sim and other assigned content, chapter quiz	15-Feb	30
6	11	Chapter 11, Physical Distribution Concepts and Business to Business Markets	MyLab reading, Mini-Sim and other assigned content, chapter quiz	22-Feb	37
6	12	Chapter 12, Deliver the Customer Experience	MyLab reading, Mini-Sim and other assigned content, chapter quiz	22-Feb	32
7			<b>Discussion Post #2 Due</b>	<b>2/25 &amp; 3/1</b>	<b>55</b>
7	13	Chapter 13, Promotion I: Planning and Advertising	MyLab reading, Mini-Sim and other assigned content, chapter quiz	1-Mar	35
7	14	Chapter 14, Promotion II: Social Media Platforms and Other Promotional Events	MyLab reading, Mini-Sim and other assigned content, chapter quiz	1-Mar	36
8	15		<b>Final Exam - Chapters 8-14</b>	<b>4-Mar</b>	<b>120</b>

## Late Work Policy

All scores for assignments, quizzes and exams will be **reduced by 10%** if completed after the due date.

## 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](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>). 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.

## 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](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.