

Foundations of Marketing Practice: MKTG 3650 (Summer 5W1)

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Office Hours: This Spring Semester course is internet-only. There are no formal office hours. However, I am always available by email. However, the best time to email me is Monday through Friday (7:00am-5:30pm) or on Saturday mornings (until noon) for reasons explained below.

Communication Expectations:

My preference is for students to contact me by email using the email address shown above. However, students may also contact me directly on CANVAS. As noted, I strongly prefer email-based communication. Email makes it easier to convey attached information or evidence back and forth. Email also provides a more accessible historical record, or footprint.

If students have personal or complicated concerns/issues/problems or questions that they believe are best addressed by talking, they should include their phone number in the correspondence.

I will respond to student messages no later than the next day and generally on the same day so long as students message me before 5:30 pm. This rule of thumb does not apply to messages sent on Saturdays afternoon. I typically do not work – answer emails or CANVAS messages – on Sundays.

Feedback on Module Assignments; that is, Module Tests 1-14 (assignment scores) is provided instantly on the website itself and is eventually downloaded to CANVAS gradebook. Feedback is provided instantly as students complete automated online assignments.

Feedback on any of the three Examinations given in this course (examination scores) is likewise provided instantly as student complete automobiles online examinations. Students will see the percentage of the total points available on Exam that they earned as they complete them. Examination grades will be downloaded to the CANVAS gradebook within two days after the Examination date. When grade downloads occur, “curve points” will have already been added to them if there are points to announce. “Curve-points” amounts (2%, 3%, etc.) will be announced through a CANVAS announcement. Three online examinations are given. The Final online Examination is comprehensive.

Courtesy matters. Especially as I communicate with students and as students communicate with me. Integrating my name, along with “please” and “thank you,” as appropriate into emails as students message me means a lot. This is a habit that all marketers should adopt if for no other reason than doing so promotes their own self-interests. I will always respond courteously in my replies to individual students or as I issue CANVAS announcements to the entire class. In fact, students should call me out if I fail to use their name and/or fail to use “please” and “thank you” as appropriate in my responses to written students messages or inside any voice-to-voice communications that transpire between us.

These sorts of courteous behaviors are known as Netiquette. Good netiquette contributes materially to professionalism. Professionalism contributes materially to success. CLEAR provides a webpage that summarizes [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>).

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT’s full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

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 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.

Course Structure

This course is delivered exclusively online. The Spring Semester of 2021 begins on Monday, January 11. The Spring Semester of 2021 ends on Saturday, May 2. UNT is not providing a Spring Break this semester, so we “meet” every week.

Fourteen online assignments must be completed in this course. Students can complete these assignments before the actual due date for any of these 14 assignments. It is not exaggeration to write that students could complete all assignments before the end of the first day of the course if they elected to do so. However, this “hurry, hurry, hurry” completion tactic is definitely not recommended because it is smarter to finish on the online assignments for the Modules during the week in which students will be tested on the same set of Modules.

Three online examinations must be completed in the course. Exams can only be completed on the date on which each is due. Exams cannot be completed sooner nor later than their due dates. Unless, of course, verified circumstances arose that provided a university approved excuse for not taking the exam on the date it was due.

- The dates by which each of these 14 Module Assignments (Module Tests) must be completed is shown in the Table provided at the end of this syllabus.
 - ***There are 14 Modules in your book; hence, 14 Module Assignments.***
- The dates on which each of the three Examinations (two regular examinations; one Final Examination) must be completed are also shown in the Table provided at the end of this syllabus.
 - ***The First Exam, also called the 1st Midterm, covers Book Modules 1-5.***
 - ***The Second Exam, also called the 2nd Midterm, covers Book Modules 6-10.***
 - ***The Final Exam, being comprehensive, covers Book Modules 1-14.***
- A link through which this Table can be accessed is also provided on CANVAS.

Course Prerequisites or Other Restrictions

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

Course Objectives

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

- 1) 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.
- 2) Explain the full range of strategic tasks and responsibilities that marketers must manage and the challenges, opportunities, problems and issues that marketers must address inside the complicated and competitive but collaborative business environments in which they must compete.
- 3) Discuss historical as well as contemporary marketing principles, terminology, and concepts.
- 4) Not just speak marketing but also inculcate a “marketing-orientation” as a key component of their professional and/or business lives.
- 5) 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.
- 6) Develop and execute marketing plans at strategic and functional levels.
- 7) Execute marketing planning and managerial activities in full awareness of the ongoing obligation make decisions and behave in accordance with socially responsible, sustainable and ethical norms.

Materials

Book –

Strutton, David and Kenneth Thompson, [The Skinny: Marketing, From Scratch, Dubuque, IA: Kendall-Hunt; ISBN: 978-1-7924-0935-6 \(Dubuque, IA: Kendall-Hunt\) https://he.kendallhunt.com.](https://he.kendallhunt.com)

- Students may purchase either a paper or online version of this textbook.
- Access to the book’s website is required to complete the 14 Modules Assignments (Module Tests) that must be completed in this course.
- Access to the book’s website is also required to complete the two online Midterm Exams and the one Final Exam that must be taken and completed in this course.
- Students acquire two access codes as they purchase the online version of the book. One code is used to access the book. The other code is used to enter the book’s website and (1st) complete the Module Assignments (the 14 Module Tests) that they will find there and (2nd) complete the three online examinations that they will find there.
- Directions for how to acquire the online book are shown inside the CANVAS site for this course. Click on the Modules Link and see the 2nd link provided there.

Supplementary reading modules exist. These readings are called “Discussion Notes” and can be found on this courses CANVAS page by clicking on Modules and scrolling down through Book Module 1, Book Module 2, and so forth for all 14 Book Modules. Students are not required to read these 14 sets of “Discussion Notes.” However, reading the material will help students study for the three Online Exams.

Videos of the in-class lectures for each Module (again, Module 1-14) are found in the same location on CANVAS. The 14 “Video Lectures” are not required watching/listening material. However, listening to/watching the material will help students study for the three Online Exams and will help students prepare to complete the 14 Module Assignments (Module Tests). And who knows, listening may help students sleep, as well. This content is also housed on CANVAS and linked to by clicking on Modules on the CANVAS site.

Teaching Philosophy

Students, this teaching philosophy statement would materially different were we routinely interacting live and in person with each other.

However, one core element unifies my teaching philosophy regardless of the context in which I teach marketing content ... marketing knowledge is delivered. The element is: For me, students are “the why” I am and continue to be a professor. Because students represent “my why,” I do everything reasonable and possible to ensure that my students enjoy every opportunity to learn the right things about how to execute marketing activities the right way. However, how much of the right marketing stuff that students actually learn is entirely up to them as individuals – especially in an online context. Truth be written most students will get almost exactly as much value out of this online course as they put into it, effort-wise.

Still, students have my assurance that:

- All reasonable measures have been taken to ensure that each bit of marketing information and knowledge students receive from this book; from materials related to book; from assignments that students complete; and from tests student must pass is relevant to contemporary marketing practice and will prove relevant to students themselves in their future or present careers.
- All reasonable measures have been taken to ensure that the marketing information and knowledge to which students are exposed proves useful to them.
- The most important parts of the marketing information and knowledge to which students are exposed will also prove interesting to them.
- I have tried to make students care about the marketing information and knowledge that they will encounter as they complete this course. Note that I wrote “tried;” I am not a miracle-worker. Even so, all reasonable measures have been taken to ensure that the marketing information and knowledge students encounter is “care-worthy,” in and of itself.
- All or virtually marketing information and knowledge that nobody studying at this level actually needs to learn has been eliminated from the course; this course is all muscle with very little fat.

The rest is up to you, students. While professors can design courses that lead students to water, they cannot make students “drink/think.”

I am grateful you decided to complete this course with me and hope all students receive exactly the grade that they earn and consequently deserve. Please think about the implications of the second phrase that closes out the preceding sentence. A nourishing and healthy meal of practical and purposeful marketing knowledge will be laid out on the table for students to consume during this online course. But it’s up to you as individuals to expend the effort necessary to acquire the knowledge.

Course Technology & Skills

Students need a reliable computer, tablet or phone, with reliable computer and tablet 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.

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that students can contact for help with managing Canvas and other relevant technology issues.

The publisher of the book that students will use also houses the website that students to access Module Assignments 1-14 (the 14 Module Tests) and the three online exams, including the Final Examination. The publisher of the book is named Kendall-Hunt.

- The phone number for the publisher’s Help Desk is 800-228-0810.
- The publisher’s Help Desk is open during normal business hours 7:30 am to 5:00 pm CST on a Monday-through-Friday basis.
- The name of your book is “The Skinny: Marketing from Scratch.”
- Your course is called MKTG 3650-807.
- Your university is UNT.

The publisher’s Help Desk is great at helping you acquire the books, access the two codes and enter the book website. Please use the publisher’s Help Desk for these purposes.

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

Laptop Checkout: 8am-7pm

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 opinion differs 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 individual’s 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

<i>Assignment</i>	<i>Points Possible</i>
Fourteen Module Assignment Quizzes – Modules 1-14 – all from “The Skinny,” all found on Kendall Hunt website	1400-total points; (100 points per assignment)
Online Exam One – Modules 1-5	500 points
Discussion Forum Assignments	400- total points; (200 points each)
New Product Essay	300 points
Online Exam Two - Modules 6-10	500 points
Online Final Exam - Module 1-14	1000 points
<i>Total Points Possible</i>	<i>4100 points</i>

Grading

- A = 90% and above of all available points.
- B = 80% to 89.99% of all available points.
- C = 70% to 79.99% of all available points.
- D = 60% to 69.99% of all available points.
- F = below 60% of all available points.

- 1) There is one extra credit opportunity. The *Introduce Yourself* Discussion Forum due at the beginning of the course.
- 2) Curves may be added to Exam scores – all three exams. As noted, when students see Exam scores reported in CANVAS, the total points will already have curve points added-in if there has been a curve. Professor will announce curve totals in CANVAS.
- 3) Late work on the assignments is not accepted, unless a valid UNT approved excuse is produced.
- 4) Late completion of Exams (the first, the second, or the Final) is not permitted; again, as noted earlier, unless a valid UNT approved excuse is produced.
 - a. Students cannot complete Exams before their due dates.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

Attendance Policy

Students must demonstrate participation in this online course by completing the first online assignment due on or before midnight on Thursday May 13th. This is the fourth day of this 15-actual-classday-long course.

Statement on Face Covering:

The topic of “face coverings” is not germane inside this virtual classroom. However, statements regarding face coverings, or masks, follow anyway:

- “Face coverings are required in all UNT facilities. Students are expected to wear face coverings during this class. If you are unable to wear a face covering due to a disability, please contact the Office of Disability Access to request an accommodation. UNT face covering requirements are subject to change due to community health guidelines. Any changes will be communicated via the instructor.”

Class Participation

No participation policy or points are in place inside this virtual class.

Late Work

No late Modules assignments are accepted unless students provide University-approved excuse. This message applies to all assignments. Again, please note the dates on which each of these 14 Module Assignments (Module Quizzes) are due are shown in the Table provided at the end of this syllabus. A link to this Table is also provided on CANVAS.

There are no make-ups for missed exams, unless student provides a University-approved excuse. This statement includes all three online examinations: including the Final Examination. The dates on which these three online Examinations are due are shown in the table provided at the back of this syllabus.

Examination Policy

The online examinations in this course are open-book; open-notes. The reason why the exams are open-book, open-notes is that there is no reasonable way to police things. For three reasons, however, things are not as easy as they might appear. First, all Exams are timed. Students will have just more than 60 seconds per question. Second, exam questions are scrambled. (This means students’ first Exam question might come from the end of Module 4, their next question from the beginning of Module 2; their next question still from the middle of Module 1, and so forth.) Third, no two students will receive the same question at the same time or in the same order. Students consequently don’t have enough time available to leisurely page through book Modules or notes and find answers one-by-one in order. Four, many questions do not come straight out of the book or notes. Instead, answering the questions correctly apply what content that is found in the book. Nor will any reasonable opportunity for students to double- or triple-team the exams in a “collaborative” fashion exist. This means students should have prepped to know their stuff before stepping into the online examination room.

Assignment Policy

The official due dates for all assignments are shown in Table 1. Table 1 is provided at the end of the syllabus. A link to Table 1 is also provided on CANVAS.

All assignments or exams completed by students will be saved online on the publisher website. For the record, however, students should understand that when begin assignments but especially their examinations it's never a good idea to stop without finishing the entire task in one sitting. E-materials - completed work and/or answers - can get lost when jumping on or off sites. And then, even though we would attempt to help students their stress levels will explode. Yikes.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which 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 as well as my promise is to help students grow and learn; to provide clear instructions for projects and assessments, to answer questions about assignments, to identify additional resources as necessary, to provide appropriate grading rubrics and reviewing opportunities, and to update course content as necessary and appropriate.

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

Students should also expect regular announcements from me as the course begins and unfolds. However, there will be far more announcements at the beginning than the end of the course as we all do possible best possible 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 one injures any student and (2) an announcement about the change is posted three days before any change occurs. One thing students can rest assured of: Changes to the syllabus almost 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 accommodation 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 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' 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 classroom, 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. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity 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 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 online 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:

(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 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:

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 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) 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.
- 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

1. 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.
2. In the event an instructor records student presentations, he or she 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.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on 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 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. Course Dates, Topics, and Assignments & Tests Timelines

Spring Semester Class Weeks 1-3	Summer Semester Placeholder Dates	Focal COURSE TOPIC(S)	Modules 1-14 Online Assignments (Module Tests) Schedule of Assignment Due Dates Assignments found on Book Website	Online Exam Due Dates • 1 st Exam Book Modules 1-5 • 2 nd Exam Book Modules 6-10 • FINAL EXAM: Modules 1-14
Class Week 1	June 1 st – June 6 th	Module 1:	<p>Acquire e-book or paper version of Book Monday.</p> <p>Learn how to access book website.</p> <p>Learn how to find Module Assignments (Tests) inside book website.</p> <p>Read & Complete Module Assignment 1 by Midnight June 4th</p>	<p>Complete Introduce Yourself Discussion Forum June 3rd, by midnight.</p> <p>Module 1 Quiz from “The Skinny.” June 4th, by midnight.</p>
Class Week 2	June 7 th – 13 th	Module 2-5:	<p>Read & Complete Modules 2-5 assignments by midnight June 7th</p> <p>Prepare for your First Exam</p> <p>Prepare for Mod 4 Discussion Forum assignment</p>	<p>Module 2-5 Quizzes from “The Skinny.” June 7th, by midnight.</p> <p>Complete 1st online exam June 9th, by midnight.</p> <p>Module 4 Discussion Forum due June 11th by midnight</p>
Class Week 3	June 14 th – 20 th	Module 6-10:	<p>Read & Complete Module Assignments 6-10 by midnight June 17th</p>	<p>Module 6-10 Quizzes from “The Skinny.” June 17th, by midnight.</p> <p>Complete 2nd online exam on June 18th, by midnight.</p>
Class Week 4	June 21 st – 27 th	Mod 11-14:	<p>Prepare for the New Product Essay due June 22nd, by midnight</p>	<p>New Product Essay due June 22nd, by midnight</p>
Class Week 5	June 28 th – July 2 nd	Mod 11-14:	<p>Prepare for Mod 13 Discussion Forum assignment</p> <p>Read & Complete Modules Assignments 11-14 by midnight July 1st</p> <p>Prepare for your comprehensive final!</p>	<p>Module 13 Discussion Forum due June 29th, by midnight</p> <p>Complete Modules Assignments 11-14 by midnight July 1st</p> <p>Final Exam July 2nd Covers Modules 1-14. 120 questions in total. Worth 1000 points. Access Final Exam during any 120-minute time slot beginning 12:01am.</p>