

# Foundations of Marketing Practice: MKTG 3650-007

Summer-2023 (May 22 to June 23)

Welcome to class, students. *Let's get three points established upfront.*

- *First, buy the textbook (the title and how to purchase the book are described below) **today**, the first day of class, and only buy an online version (for reasons that are also described below).*
  - *You will acquire two codes as you make this purchase. Hang onto them both.*
  - *Directions for how to acquire the online version of the textbook are provided below. But said directions are always shown on the CANVAS page for this course. Look for the section right under "Start Here." Do you see "Information about how to acquire ...? You should.*
- *Second, please email me at [David.Strutton@unt.edu](mailto:David.Strutton@unt.edu) whenever you wish to communicate with me. **Never use CANVAS messaging.***
- *Third, when emailing me please also copy my teaching assistant, Mr. Logan Pant at [Logan.Pant@unt.edu](mailto:Logan.Pant@unt.edu). Please CC Professor Pant every time you email me. I will respond by asking you to write me back and also to include CC Professor Pant the next time if you failed to include her email address the first time.*

## **Dr. David Strutton**

- Ryan College of Business 329K; Phone Number: 940-565-3123; [david.strutton@unt.edu](mailto:david.strutton@unt.edu)
- Office Hours: This five-week course is internet-only. There are no formal office hours. However, I am usually available by email.
  - Even so, the best time to email me is Monday through Friday (7:00 am-5:30 pm) or on Saturday mornings (until noon).

## *Textbook -*

Strutton, David, and Kenneth Thompson, *Marketing, From Scratch: The Inside Skinny*, Dubuque, IA: Kendall-Hunt; ISBN: 978-1-7924-7339-5 (Dubuque, IA: Kendall-Hunt) <https://he.kendallhunt.com>.

- The e-book may be purchased directly from the publisher by linking to:  
<https://he.kendallhunt.com/product/marketing-scratch-inside-skinny>
- The e-book can also be purchased directly from the publisher by calling 800-228-0810 and telling the person you want to purchase the book for UNT's Marketing 3650.807 course.
- *Or finally, the e-book version can be purchased by following the directions on the CANVAS page for the course.*
  - *Students should only purchase an e-version of the book, as noted.*
  - *Students receive two access codes as they purchase the e-book.*
  - *One code is used to access the book.*
  - *The other code is used to enter/access the book's website.*
  - *The book website is where students will find and complete the Online Module Assignments.*
    - *The book website, in other words, is the location at which students will find and complete all 14 Online Module Assignments. This information is repeated below.*

## Communication Expectations:

**As noted, please use email whenever you wish to message me. Do not use CANVAS. Why? Because your use of email almost always makes it easier for me or my TA to help you, answer your questions,**

**or both.** Email also makes it easier to convey attached information or evidence back and forth between you, possibly the publisher, my TA, and me. Email likewise provides a more accessible historical record, or electronic footprint, of what has been “said” and “agreed upon.”

If students have complicated personal concerns/issues/problems/questions that they believe are best addressed by talking voice-to-voice with your Professor, they should include their phone number in the message. I will respond to student messages no later than the next day and generally on the same day if students email me before 5:30 pm. This rule of thumb does not apply to messages sent on Weekends. I do not plan to work – answer emails - on Sundays.

Feedback on the Online Module Assignments for Modules 1-14 (assignment scores) is provided instantly on the website and is eventually downloaded to the CANVAS grade book. Feedback is provided instantly as students complete their automated online assignments. **The Online Module Assignments will be completed on the Website for your book and then downloaded by the TA to the CANVAS gradebook site.**

Examination grades will be transferred to the CANVAS grade textbook within two days after Examination dates, and usually sooner. When grade downloads occur, “curve points” will have already been added to them. “Curve-points” amounts will be announced through CANVAS announcements. Three CANVAS examinations are given: The 1<sup>st</sup> Exam; the 2<sup>nd</sup> Exam; the Final Exam. The online Final Examination is comprehensive. Each online Examination is accessed on CANVAS by using the Quizzes link.

Courtesy matters. Especially we communicate with each other during this course. Integrating my name (Dr. Strutton, Professor Strutton, or just Professor), along with “please” and “thank you,” as appropriate into emails means a lot. This is a habit that all marketers should adopt if only because doing so promotes their self-interests. I will always respond courteously in my replies to individual students or as I issue CANVAS announcements to the entire class. For example, I will always address you by your last name with a Mr. or Ms. preceding your name unless I cannot identify your gender based on your first name, which does happen. Call me out if I fail to use students’ names and/or fail to use “please” and “thank you” as appropriate in my responses to their emails or in 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 committed to being 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 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.

## Course Structure

This course is delivered exclusively online. Summer 5W1 begins on Monday, May 22, 2023. Summer 5W1 ends on Friday, June 23, 2023

Fourteen Online Assignments must be completed. Students can complete these Online Assignments at any time before the actual due date for any of these 14 assignments. For example, students could complete all Online Module Assignments before the end of the first or second day of the course if they wanted; just work ahead. However, this “hurry, hurry, hurry” completion tactic is not recommended. The smarter tactic is to finish the online assignments for a set of Modules (Modules 1-5; Modules 6-10; or Modules 11-14) during the week in which students will be tested on the set of Modules.

The book features fourteen Modules. Fourteen Modules, fourteen Online Assignments. Presumably, students see the relationship. *Each Online Assignment is worth a possible 75 points. The Online Assignments are not timed, but all must be completed before midnight on their due dates. (Due dates are shown in the Table below.) Fifty questions must be answered on each assignment. The questions are mostly multiple-choice. However, students may encounter a few true-false-type questions. In the presentation; the arrival of questions is rotated and randomized. This means no two students are likely to “get” the same Online Assignment question at the same time. The questions, however, are similar to the questions students will answer on their exams. The questions are taken directly either from **Book Module** content, **Discussion Notes** content, or **Video Lecture** content. Students access the Book Module content by buying and reading the book. Students may link to the Discussion Notes content or Videoed Lecture content by first clicking on the Modules link on CANVAS for this course and then clicking on the materials link for Modules 1, 2, 3 ... and so forth through Module 14.*

- *These “completing Online Assignments” steps are easily figured out once you access the book and complete the process once.*
- ***Please remember: your 1<sup>st</sup> Online Assignment is due by midnight of May 24<sup>th</sup>.***

Three online examinations must be completed during this course. These three exams include the Final Exam, which is comprehensive. The Final Exam is worth twice as many points as the first or second exam.

Exams can only be completed on the date on which each is assigned and “opened.” Repeating, exams are accessed by clicking on the quizzes link on CANVAS. Click, then bam, the Exam is there for you to open.

Exams may not be completed sooner than their due dates. Exams may not be completed later than their due dates. Unless, of course, verified circumstances arose that provided the student with a University-approved excuse for not taking an Exam on the date it was due. In those situations, such students may take an Exam after its due date.

Exams themselves are timed. Students will have 55 minutes to complete Exam 1; 70 minutes to complete Exam 2, and 100 minutes to complete the Final Exam. (These time constraints are reported again in the Table.)

***Exams cannot be opened or completed until students click on the lockdown browser “button.” However, completed exams will not be graded unless a camera from the device that students used to access CANVAS and link to the Exam was turned on to video students as they complete their exams. We will review videos of students as or after they complete their exams to ensure ensuring that their eyes primarily***

remained affixed to one screen. *We strongly recommend that students do not physically leave their screens during the allotted test time.*

*If video evidence reveals that certain students were too frequently looking away from their screens as they completed their exams, those students will be flagged and receive an email from the Professor. The email will explain what was observed and request that students provide their phone numbers to me in a return message. The Professor will then share his cell number with you and call you. Conversations will then ensue wherein the Professor will explain why he and the TA have concerns. Naturally, students will have the opportunity to explain to the Professor what happened that caused them to incessantly look away from their screens. We'll see what happens from there ... but the prospect of a zero score on that particular exam will be very much in play. Let's say two students receive a zero on this basis. Students have the right to "appeal" any decisions made by the Professor at this point. Students' appeal processes should begin by contacting the Department of Marketing Department Chair. His name is Dr. Charles Blankson: [Charles.Blankson@UNT.edu](mailto:Charles.Blankson@UNT.edu).*

*Please note there is nothing to worry about here so long as students do not cheat by accessing answers to exam questions from cheating sites such as Quizlet.*

*Revisiting the web camera issue: What happens if students' tablets or laptops don't have a camera affixed to them? (We all know all phones have cameras and students can surely access CANVAS via phones, so phones are not mentioned above.) While the probability of students' devices not having a camera is unlikely, students would then have two choices. First, they could install a camera on their device before beginning the timed exam. Second, students can take a timed essay exam. No student, however, will receive the same essay exam as another student.*

*If students miss an exam and can provide a verified University-approved excuse, they get a scheduled do-over. The nature and scope of University-approved excuses are described in the UNT Student Handbook. Please check should the need arise.*

*If students miss an exam and cannot provide a verified University-approved excuse, they still may get a scheduled do-over. Or not. Decisions will be made on a context-by-context basis. One thing is certain, however, the do-over will consist of timed exams.*

- The completion dates for these 14 Online Module Assignments are shown in the Table provided below. *These Exams will be completed on CANVAS. Click on the quiz link to access these Exams.*
  - ***There are 14 Modules in your book; hence, 14 Online Module Assignments. As noted, these online Module assignments are accessed on the book website.***
- The must-complete dates for each of the three Examinations (two regular examinations; one Final Examination) are shown in the same Table.
  - ***Exam 1 covers Textbook Modules and Discussion Notes 1-5.***
  - ***Exam 2 covers Textbook Modules and Discussion Notes 6-10.***
  - ***The comprehensive Final Exam covers Textbook Modules and Discussion Notes 1-14.***
    - ***As noted, each exam will be accessed on CANVAS.***
- A link through which this Table can be accessed is also provided on CANVAS.

## Course Prerequisites or Other Restrictions

The prerequisite for this course is junior standing or permission from 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 to make decisions and behave in ways consistent with socially responsible, sustainable, and ethical norms.

## Materials – Repeating ourselves

- Given the short duration of this course, **students are strongly encouraged to acquire the online version of the text**. This encouragement is offered for three reasons. First, few students have easy access to the UNT book store during the Wintermester, especially when they are taking on an online-only course. Second, acquiring an online version of the book will provide students with instant access to both the textbook and the textbook’s website. Access to the textbook’s website is required to complete the 14 Online Module Assignments. Second, purchasing an online version of the book saves money.
- *Students acquire two access codes as they purchase the online version of the textbook. One code is used to access the book. The other code is used to enter the book’s website. The book website is where students will find and complete the Online Module Assignments.*
- Additional directions explaining how to acquire the online book are shown on the CANVAS site for this course. Click on the Modules Link. Then see the 2<sup>nd</sup> link provided there.
- ***YES, WE ARE REPEATING THIS INFORMATION.***

Supplementary reading modules exist. These readings are called “Discussion Notes.” The Discussion Notes are thorough and useful. If you read the Discussion Notes first you know more about what to focus on reading inside the textbook itself. (*Find the points of intersection between Discussion Notes content and the textbook and concentrate your reading at those points of intersection*). These discussion notes are found on the CANVAS page for this course by clicking on the Modules link and scrolling down through all 14 Textbook Modules. Reading the Discussion Notes materials will help the student prepare 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 and taking notes based on these video materials will help students prepare to complete the three Online Exams and the 14 Online Module Assignments (Online Module Tests). And who knows, listening to or watching your professor speak may help students sleep, as well. This video content is also housed on CANVAS. Students may link to the video content by clicking on the Modules link on the CANVAS site.

## Teaching Philosophy

The following teaching philosophy statement would differ radically if we were interacting live and in person on a routine basis 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 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 textbook; from materials related to the textbook; from assignments that students complete; and tests students 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 virtual marketing information and knowledge that nobody studying at this level 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.”

Thanks for deciding to complete this course with me. Hopefully, all students receive exactly the grade that they earn.

## Course Technology & Skills \*\*\*

Students need a reliable computer, tablet, or phone, with a 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 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 textbook also houses the website students use to access Online Module Assignments 1-14 (the 14 Module Tests). The publisher of the textbook is named Kendall-Hunt.

- The phone number for the publisher's Help Desk is **800-228-0810**. <<< Pay attention here, this phone number may prove important to you.
- 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 textbook is "The Inside 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 textbooks; secure access to the two codes; and successfully enter the textbook website. Please use the publisher's Help Desk for these purposes. The HELP DESK can solve your problems in a few minutes.

**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](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

**In Person:** Sage Hall, Room 130

**Walk-In Availability:** 8 am-9 pm

**Telephone Availability:**

- Sunday: noon-midnight
- Monday-Thursday: 8 am-midnight
- Friday: 8 am-8 pm
- Saturday: 9 am-5 pm

## 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 based on 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 individuals' experiences.

- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Remember that online posts are permanent. Think before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

## Course Requirements

<i>Assignment</i>	<i>Points Possible</i>
Fourteen Online Module Assignment Tests – Modules 1-14 – all from “The Inside Skinny,” all found on the textbook website (accessed through code provided when a new textbook is purchased).	In total, <i>1050 points</i> ; @ 75 pts for each assignment
Online Exam One - Modules 1-5 – on CANVAS	<i>700 points</i>
Online Exam Two - Modules 6-10 – on CANVAS	<i>700 points</i>
Online Final Exam - Modules 1-14 – on CANVAS (Find all three exams by clicking on the Quizzes link.)	<i>1400 points</i>
<b><i>Total Points Possible</i></b>	<b><i>3850 points</i></b>

## Grading

Final Grade A = 90% and above of 3850 available points.

Final Grade B = 80% to 89.99% of 3850 available points.

Final Grade C = 70% to 79.99% of 3850 available points.

Final Grade D = 60% to 69.99 of 3850 available points.

Final Grade F = below 60% of 3850 available points.

- 1) **There are no extra credit opportunities.**
- 2) Curves may be added to Exam scores. When students see their Exam scores posted on CANVAS, the points and/or percentage totals shown there will already have curve points added in. The Professor will announce curve totals on CANVAS if and when they happen.
- 3) Late work on the Online Module Assignments is not accepted; unless a valid UNT-approved excuse is produced.
- 4) Late completion of Exams (1<sup>st</sup> Exam, 2<sup>nd</sup> Exam, Final Exam) is not permitted. That is, as noted earlier unless a valid and written UNT-approved excused is produced by the student. *However, if students are permitted to talk an exam late they will complete ESSAY versions of the exam.*
  - a. Students may not complete Exams before their due dates.
  - b. Students may complete Online Assignments 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 (the Module 1 Assignment, or Module 1 Test) on or before midnight on Wednesday, December 21. This is the third day of this 15-actual-class-day-long course.

### Statement on Face Covering

“Face coverings” is not germane inside a virtual classroom.

### Class Participation

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

### Late Work

As noted, no late Online Module Assignments are accepted unless students provide a University-approved excuse, as described in the UNT Student Handbook. This message applies to all 14 Module Assignments (Module Tests). Again, please note the dates on which each of these 14 Online Module Assignments (Module Tests) 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 the student provides a University-approved excuse, as described in the UNT Student Handbook. 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 and Processes

Students are supposed to do their own work as they take and complete exams. Students are not permitted to have their books open or to read from their books during exams. Students are not permitted to have their discussion notes open or available or to read from their discussion notes during exams. Students are not permitted to use Quizlet or any other similar internet resource that is designed to provide access to exam questions or the answers to exam questions.

Students are required to hold an ID closely in front of the computer camera before they begin the exam. Students are required to turn on the lockdown browser before they can secure access to the exam. Students must get the camera on during the entire test taking process. Students may not disable or freeze the camera and its video at any point during the test taking process.

All students are videoed as they take an exam. The question of whether students have cheated on any exam largely depends on whether students’ eyes and their attention deviates from the testing content present on the test-taking screen. The Lockdown Browser – and its algorithmns – classifies each test taker into one of three categories: High Probability of Cheating, Medium Probability of Cheating, or Low Probability of Cheating. The test taking results of students who fall into either the High Probability or Medium Probability

of Cheating Categories will be investigated. If the results of the investigation support the findings that were already established by the Lockdown Brower's algorithm, the following actions will be taken:

- Student will receive an "0" on their exam.

All Exams are timed. Students will have 60 seconds per question. Second, exam questions are scrambled. (This means students' first question on the 1<sup>st</sup> Exam 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. Fourth, many questions do not come straight out of the textbook or notes. Instead, the answers to some questions require students to apply the content presented in the textbook. Fifth, if students are assuming that the questions and correct answers that they are about to encounter have been asked and therefore can be pulled down from cheating sites such as Quizlet they are wrong. You are about to encounter new examination questions with new answers. Please prepare – as in study – accordingly.

#### Assignment Policy

Official due dates for the 14 Module Online Assignments (Online Module Tests) and three Online Examinations are shown in Table 1. Table 1 is shown at the end of the syllabus and also on CANVAS. A link to Table 1 is also provided on CANVAS. Table 1 is also displayed in a stand-alone fashion on the CANVAS page for this course.

- **All online Assignments (the 14 Module Assignments) are completed on the publisher's Website, as noted.**
- **All online Exams are completed on CANVAS, see the quizzes link, as noted.**

All Online Module Assignments completed by students will be saved online on the publisher's website. For the record, however, students should understand that when they begin their Online Module Assignments but especially their online course 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-site. And then, even though we would attempt to help students, (a) their stress levels will explode and (b) there is no guarantee that everything can be recovered, which means Online Module Assignments would have to be completed again.

The University is committed to providing a reliable online course system to all users. However, in the event of an unexpected server outage or any unusual technical difficulty 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](mailto:helpdesk@unt.edu) or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

#### Instructor Responsibilities and Feedback

My responsibility and my promise are 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 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 at the end of the course as we all do the 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, 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 is: 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 accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to the 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 before 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 related 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. Coursework 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 records; however, information about students' records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

## Acceptable Student Behavior

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

## Access to Information - Eagle Connect

Students access point for business and academic services at UNT is located at: [my.unt.edu](http://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-mails to [Eagle Connect](https://it.unt.edu/eagleconnect) (<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. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto: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](mailto: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 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](mailto: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](mailto: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/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located in 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 the 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.

### *The 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 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](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

### *Student Verification*

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

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

### *Use of Student Work*

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

- The work is used only once.
- The work is not used in its entirety.
- 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. If event instructors record student presentations, they must obtain permission from the student to use a signed release to use the recording for future classes under the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures intending to re-use some or all of the recordings for future class offerings must notify students on the course syllabus if students' images may appear on the video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

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

No notification is needed if only audio and slide capture are 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)





	Tuesday, May 30th	Module 5: Environment	<b>Deadline Complete Online Modules 2-5 Assignments before midnight (300 additional possible points)</b>	Purposefully left blank
	Wednesday, May 31st	Exam 1 must be completed today.	700 points on the table. Right over there >>>	<i>Complete 1<sup>st</sup> CANVAS exam that covers Modules 1-5 from "The Inside Skinny".</i>  50 questions in total. Access exam on CANVAS. Test worth 700 points. Access the exam during any 55- minute time slot beginning at 12:01 am. <i>Test-clock ends @ midnight regardless of when students enter the test site.</i>
	Purposefully left blank	Module 6: Research	Purposefully left blank>	Purposefully left blank
	Purposefully left blank	Module 7: Consumer Behavior	Purposefully left blank>	Purposefully left blank
	Purposefully left blank	Modules 8/9: Marketing Ethics & Social Responsibility/ Managing Product, Services & the PLC	Purposefully left blank>	Purposefully left blank
	Monday, June 12th	Module 10: Managing (NPD) New Product Development	<b>Deadline for completing Online Module Assignments 6-10, midnight tonight.</b> 375 possible points	Purposefully left blank
	Tuesday, June 13th	2 <sup>nd</sup> Exam Given Today >>>>>>>>	>>>>>>>>>>>>	2 <sup>nd</sup> Exam Today. Covers Modules 6-10 70 questions in total. 700 possible points. Access exam on CANVAS. May access the exam during any 70-minute time slot beginning at 12:01 am on Friday 7. <i>The testing clock ends at midnight.</i>
	Purposefully left blank	Module 11: Managing Brands & Branding	Purposefully left blank>	Purposefully left blank
	Purposefully left blank	Module 12: Managing Supply Chains & Logistics	Purposefully left blank>	Purposefully left blank
	Purposefully left blank	Module 13: Managing Pricing	Purposefully left blank>	Purposefully left blank

