

MKTG 3651.003 – Foundations of Marketing Practice for Non-Business Majors

Fall 2026 | Denton Campus | Hybrid

Class Meeting: Mondays, 3:55 PM – 5:15 PM | Room: BLB 080

Course Dates: Aug 17, 2026 – Dec 11, 2026

Instructor: Ben Griffiths

Email: John.Griffiths@unt.edu

Office: Virtual

Office Hours: By appointment

Course Description

3651.003 Foundations of Marketing Practice for Non-Business Majors. 3 hours. An introductory survey of marketing terminology, concepts and practices from an applied perspective. Emphasis is on the activities performed by marketing managers to address real world marketing problems. Primary emphasis is on the identification of marketing opportunities and the planning and execution of marketing mix activities required to target these opportunities. Marketing mix topics include development and management of products/services, price setting and management, supply chain and distribution channel management, and management of integrated marketing communications. Special emphasis is given to ethical, socially responsible and sustainable decision making and business practices. The course is designated for non-business majors.

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

Course Learning Objectives

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

- Describe the scope of marketing and its role within the firm and society.
- Articulate the scope of tasks, responsibilities and challenges that marketing managers face in the complex and competitive global business environments that currently prevail.
- Identify basic marketing terminology and concepts.
- Examine the marketing function as a basic and indispensable driver of all business success.

Course Format

MKTG 3651.001 is a hybrid course combining a weekly in-person class meeting with online coursework. The class meets in person every Monday, 3:55–5:15 PM, for lecture and class discussion of that week's assigned chapter. Outside of class, students complete the corresponding Pearson MyLab readings, Mini-Sims and other assigned content, and chapter quiz, along with periodic discussion board posts and online/in-class exams, according to the Course Schedule below. Assignments are submitted through Pearson MyLab and Canvas (<https://unt.instructure.com>).

Required Materials

You are required to purchase the e-Text Marketing: **Real People, Real Choices (Pearson MyLab) by Michael Solomon, Greg Marshall, and Elnora Stuart**, with the Pearson MyLab electronic product.

You will access and purchase the e-textbook and MyLab package through the Access Pearson link in Canvas. Pricing is set directly by Pearson; please confirm current pricing through that link, as purchasing through the bookstore typically costs more.

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

If you have any issues accessing the Pearson content, a link to the Pearson Help Desk will be posted on Canvas.

Course Policies

Attendance

Students are expected to attend the weekly in-person class meeting and to abide by the attendance policy established for the course. It is important that you communicate with the professor prior to being absent, so you and the professor can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor if you are unable to attend class because you are ill.

Student Evaluations of Teaching Effectiveness (SPOT Evaluations)

Evaluations of teaching effectiveness are required for all organized classes at UNT. The short survey will be made available to you at the end of the semester and gives you the opportunity to comment on how this class is taught. Though participation in the SPOT Evaluation is not required, if 80% of the class completes the anonymous survey, the entire class (100%) will be awarded 2% of the course points as a reward.

Class Preparation and Online Coursework

You are expected to come to each class meeting prepared, having completed that week's MyLab reading, Mini-Sim, and chapter quiz (see Course Schedule). Class slides will be posted on Canvas no later than 8am the day of each class. The slides are designed to aid your note taking; they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

CAPP (Class Attendance, Participation, Professionalism)

Lecture covers important topics from the text plus other material not covered in your textbook. Therefore, it is strongly recommended that you attend class. You are responsible for all announcements and material covered in class, regardless of the reason for any absence.

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action."

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals and side conversations are rude, unprofessional, and distracting to your fellow

students and instructor. Walking in and out of class, once class has begun, is also disruptive to everyone's learning environment.

Technology

In-class use of laptop computers is restricted for note-taking purposes ONLY. Communication devices (cell phones, tablets, etc.) capable of sending and/or receiving electronic communication, and all entertainment devices, are to be turned off and kept off throughout each class session. The use of these devices during class is disruptive to the learning environment. The use of cameras, video cameras, and recording devices on mobile phones, laptops, tablets, etc. to take photos of the whiteboard or projected materials, and/or audio recordings of lectures during class sessions, are strictly prohibited.

Course Assignment Submission

All MyLab readings, Mini-Sims, chapter quizzes, discussion board posts, and exams must be completed through Pearson MyLab and/or Canvas by the deadlines listed in the Course Schedule, unless otherwise specified.

Guidelines for Professional Communication

Students are expected to treat any digital communications in the course, including discussion posts and emails, as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging shorthand)
- Will not be written in all capital letters
- Will come from appropriate accounts; students are encouraged to use their UNT email address. Emails from questionable accounts will be deleted without being read.
- Will include a specific subject line
- Will be courteous and respectful

Any work that you submit must be your own, original work. Copying work from any other source will be treated as cheating and dealt with in a manner consistent with university policies (see the Undergraduate Student Handbook).

Important course announcements (e.g., changes in the syllabus, extra credit opportunities, etc.) will be posted on Canvas and/or emailed, so please check Canvas and your email regularly.

Problems to Avoid

Failure to take the initiative in resolving any problems that could affect your performance in this course (and ultimately your grade) is to be avoided. If you are not able to attend class for a period of time due to extended illness or another serious issue, please let me know. Do not wait until the problem has already become a crisis to make arrangements. Keep me posted so that I can work with you to find a solution.

Student Evaluation

Total Points available for course: 860

Assignment Category	% of Total Grade
Pearson MyLab Readings & Content	148
Chapter Quizzes	362
Exams (Midterm & Final)	240
Discussion Board Posts	110
Total	

Grading Scale

Grade	Points
A	774 points and up
B	688 – 773 points
C	602 – 687 points
D	515 – 601 points
F	514 points and below

Late Work Policy

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

A Final Note on Grading

All final grades are FINAL. Any grade discrepancies should be raised prior to the end of the semester; do not wait until final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so your needs can be accommodated. There may be extra credit opportunities throughout the semester; however, I will not offer extra credit after the final exam is complete.

Assignments

Pearson MyLab Readings & Content

Each week's MyLab module includes the assigned e-text reading, a Mini-Sim, and other assigned content. Completing this content prepares you for that week's in-class lecture and discussion, and for the chapter quiz.

Chapter Quizzes

A short quiz covering each assigned chapter is completed through MyLab, generally due by 11:59 PM the Sunday following that week's class.

Discussion Board Posts

There will be two discussion board posts during the semester, each consisting of an initial post and a peer reply, submitted through Canvas. See the Course Schedule for due dates.

Exams

There will be a midterm exam (covering Chapters 1–7) and a final exam (covering Chapters 8–14), administered in class on the dates listed in the Course Schedule.

Course Schedule

This schedule is an initial guideline and subject to change. I reserve the right to amend the dates herein to accommodate special and/or unforeseen circumstances. If changes to this schedule are made, you will receive notification via a Canvas announcement and an email.

Week	Date	Topic / In-Class Focus	Online Coursework Due (MyLab/Canvas)	Pts
1	Mon, Aug 17	Course Introduction Ch. 1 – Welcome to the World of Marketing: Create and Deliver Value	Ch. 1 reading, Mini-Sim & quiz due Aug 23	36
2	Mon, Aug 24	Ch. 2 – Global, Ethical and Sustainable Marketing	Ch. 2 reading, Mini-Sim & quiz due Aug 30	37
3	Mon, Aug 31	Ch. 3 – Strategic Market Planning	Ch. 3 reading, Mini-Sim & quiz due Sep 6	37
–	Mon, Sep 7	No Class – Labor Day (University Closed)	–	–
4	Mon, Sep 14	Ch. 4 – Market Research	Ch. 4 reading, Mini-Sim & quiz due Sep 20	40
5	Mon, Sep 21	Ch. 5 – Marketing Analytics: Welcome to the Era of Data-Driven Insights!	Discussion Post #1: initial post due Sep 24, reply due Sep 27 Ch. 5 reading, Mini-Sim & quiz due Sep 27	55 37
6	Mon, Sep 28	Ch. 6 – Understand Consumer Markets	Ch. 6 reading, Mini-Sim & quiz due Oct 4	29
7	Mon, Oct 5	Ch. 7 – Segmentation, Target Marketing and Positioning	Ch. 7 reading, Mini-Sim & quiz due Oct 11	39
8	Mon, Oct 12	Midterm Exam (Chapters 1–7) – administered in class	–	120
9	Mon, Oct 19	Ch. 8 – Product I: Innovation and New Product Development	Ch. 8 reading, Mini-Sim & quiz due Oct 25	37

Week	Date	Topic / In-Class Focus	Online Coursework Due (MyLab/Canvas)	Pts
10	Mon, Oct 26	Ch. 9 – Product II: Product Strategy, Branding and Product Management	Ch. 9 reading, Mini-Sim & quiz due Nov 1	37
11	Mon, Nov 2	Ch. 10 – Price: What is the Value Proposition Worth?	Ch. 10 reading, Mini-Sim & quiz due Nov 8	37
12	Mon, Nov 9	Ch. 11 – Physical Distribution Concepts and Business to Business Markets	Discussion Post #2: initial post due Nov 12, reply due Nov 15 Ch. 11 reading, Mini-Sim & quiz due Nov 15	55 39
13	Mon, Nov 16	Ch. 12 – Deliver the Customer Experience	Ch. 12 reading, Mini-Sim & quiz due Nov 22	35
–	Nov 23–29	No Class – Thanksgiving Break	–	–
14	Mon, Nov 30	Ch. 13 – Promotion I: Planning and Advertising Ch. 14 – Promotion II: Social Media Platforms and Other Promotional Events Final Exam Review	Ch. 13 & 14 readings, Mini-Sims & quizzes due Dec 6	70
Finals	Mon, Dec 7	Final Exam (Chapters 8–14) – administered in class	–	120

Additional Notes

Academic Integrity Notice

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-centered public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity, please visit vpaa.unt.edu/academicintegrity.htm.

Academic Integrity

The University of North Texas sets high standards of honesty and integrity. I expect all students to commit to the Honor Code: *"I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06.003 (<https://policy.unt.edu/policy/06-003>). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable."*

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.

Academic Dishonesty

The University of North Texas and the Committee on Academic Misconduct expect that all students have read and understand the University's Code of Student Conduct and that all students will complete all academic and scholarly assignments with fairness and honesty. The University of North Texas' Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: *"Any activity that tends to compromise the academic integrity of the University, or subvert the educational process."* Examples include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

Special Accommodations

A student with a disability or those who need special accommodations should talk to me individually within the first two weeks of the class.

UNT policy: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, refer to the Office of Disability Access website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact ODA by phone at (940) 565-4323.

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). Students will also be notified by Eagle Alert if a campus closing impacts this class; the course calendar is subject to change accordingly, per the Campus Closures Policy (<https://policy.unt.edu/policy/15-006>). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Emergency Evacuation Procedures

Building- and room-specific evacuation and shelter-in-place procedures will be reviewed during the first class meeting once the classroom assignment is confirmed. All building occupants should familiarize themselves with the nearest designated shelter-in-place area and the nearest exit and assembly area for their assigned classroom.

Course Contract

Agreement to the Terms of the Syllabus: This syllabus should be considered a “contract,” whereby you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. Your continued enrollment in the class assumes that you have agreed to all of the terms listed herein.