

**Course Name: MKTG 4890. 501 UNT Frisco**

**Course prerequisite:** Prerequisite(s): MKTG 3650, MKTG 3700, MKTG 3710, FINA 3770 and graduating senior status.

**Meeting time and place:** BLB 005; Tu-Th 6:30-8:20 pm; **Attendance is mandatory**

**Instructor:** J. Garry Smith, Ph.D.

**Office Location and Office Hours:** Zoom office hours will be held as necessary and when mutually convenient. I will be happy to stay after class on Tuesdays to visit with you if you need to speak with me.

Zoom meetings will gladly be scheduled at our mutual convenience.

Please do not hesitate to contact me to schedule a Zoom meeting to discuss course related materials or issues.

**Contact information:** Email: [James.Smith3@unt.edu](mailto:James.Smith3@unt.edu)

**Communicating with the instructor:** Email to the above email address is usually the fastest and easiest means of communication. I do not use Canvas messages to communicate with students under any circumstances. The reason is that Canvas messages do not preserve the conversation string. Unless an email is sent after 9 pm, you should get a response from me the same day unless I am otherwise engaged.

Any written communication with me should be reviewed for proper spelling, grammar, and punctuation before you send it. You are preparing to enter the professional workforce, and I expect your communications to reflect your readiness to do so. I will not respond to any communication full of spelling, punctuation, or grammatical errors. Do not, under any circumstances, send me an email or other written communication that resembles an informal text message. Those will not be answered.

My responses to emails and phone messages on Saturdays and Sundays will be very infrequent if they occur at all. Please contact me during the week for a faster response. If you call the office and I do not answer, please leave a message. I will be notified via email and can retrieve the message via email.

Please schedule a Zoom videoconference if necessary to review course related matters, or visit with me after class. All Zoom videoconferences will be recorded. Please do not hesitate to let me know if you need or wish to visit with me about anything related to the course specifically, your academic success, or any career advice I may be able to provide. If there are any issues troubling you that hinder your academic performance, please contact me so I can refer you to the appropriate resources.

### **Communication policy**

I enjoy communicating with my students outside the classroom. Please follow these guidelines to further practice your professional communication skills. Thanks in advance!

1. Written communications to me from a student must be checked for proper grammar, spelling, and punctuation before being submitted. You should send emails to me that meet the same standards you would use if emailing the President or CEO of your future or current employer. I will not respond to emails that look like text messages or tweets. Slang and profanity are not acceptable in professional communications, either.
2. In order to respond more accurately and quickly to you, verbal communications, such as phone messages, should be concise and clear. Do not ramble as you speak. Be sure you identify yourself, the class you are in, and the issue(s) of concern clearly so I can respond appropriately. Plan what you will say before you say it.
3. I typically have hundreds of students, so please mention what class you are in when you email me unless you know for sure that I know you. It is unfortunate that with so many students, and with many online courses, that I do not get the opportunity to get to know many of you personally. Therefore, just state your name and the course number of the class you are in (i.e., MKTG 4280, MKTG 4890, or MKTG 4600) so I can respond more quickly and accurately to

your concerns.

4. Under no circumstances should you ever forward a screenshot or any picture of a quiz question or test question for any material in this course. Doing so is a violation of Student Academic Integrity guidelines, and will be penalized appropriately.

### Questions regarding course material

If you need clarification on an assignment, any communication from the instructor, or material covered in the book or in the classroom, you should contact me or the Teaching Assistant (if applicable) with your questions. I am happy to provide reasonable assistance and coaching to you to help you succeed in this class. Please do not ever think that your questions or concerns are unimportant to me. Email or Zoom videoconferences visits are the preferred means of communication.

### Course description:

Capstone marketing course. Students work in team settings to analyze cases and to develop a comprehensive marketing plan, requiring integration of a wide range of marketing principles and practices. The cases, as well as the integrated marketing plan, require students to identify market opportunities and challenges, formulate actionable plans to address organizational strengths and weaknesses, and execute a marketing mix strategy. Requires both oral and written presentation of cases, as well as the marketing plan.

**Course Objectives-** at the end of this course, students should be able to:

Create a comprehensive marketing plan  
Evaluate marketing strategies and tactics  
Analyze a firm's strengths, weaknesses, opportunities, and threats.  
Demonstrate effective communication skills in oral, written, presentation, and recorded communications.

### 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 structure

This is a face-to-face course that meets twice weekly on the UNT campus in Denton. Attendance is required. The only exceptions are when you must be absent for excusable reasons or have received prior permission from the instructor. Most class meetings will consist of case discussions or topic lectures followed by time set aside for groups to work together. I plan to visit briefly with each group during class when you are working on your marketing plans. During case discussions and topic lectures, your participation is required and will be graded.

### REQUIRED Textbook(s) and/or other materials:

No textbook is required for this course. Three cases must be purchased for approximately \$20 or less.

To purchase cases, go to <https://www.thecasecentre.org/course/registerForCourse?ucc=C%2D7198%2D365879%2DSTU>  
Alternatively, they can enter the CoursePack code **C-7198-365879-STU** on the following web page:  
<https://www.thecasecentre.org/course/registerForCourse>

Some materials required are available for free (i.e., Wall Street Journal subscription), through the UNT Library, or will be in the public domain.

[Wall Street Journal](#)- a free annual subscription is available for students in the G. Brint Ryan College

of Business. You may activate your subscription at the hyperlink above. This subscription is required for this course.

### Teaching philosophy:

The discipline of marketing provides a perfect framework to combine a desire for discovery with a love of teaching. Studying how valuable, long-term relationships are created and enhanced provides a springboard for creating and growing relationships with students of marketing and sales. My work experience instilled an intense desire to properly prepare students for success in their career pursuits. Their success is dependent on my efforts to create interest and my students' own efforts to further their knowledge with my encouragement, support, and inspiration. A major responsibility I have is to provide value to my students with sound, challenging, relevant, and enjoyable instruction that emphasizes the primacy of ethical, informed actions in conducting marketing and selling activities. I care deeply about my students' professional and personal lives, and I strive to make them aware of this through my actions.

Your engagement with the course material, your instructor, and your classmates- when appropriate- will have an enormous effect on your learning. Participate in class discussions, ask questions of your professor, read your assigned materials, and complete your assigned activities on time. Do not be reluctant to ask for guidance from the professor if you feel stuck or uncertain about anything associated with this course. I look forward to providing the guidance you need to learn the material well. I believe my job is to equip you to do well, but not provide any guarantee of how well you will do. You may learn some things well without receiving a good grade, but your knowledge will be enhanced. Typically, though, students who adhere to the requirements of the course do well in this class.

### Major course requirements:

No graded activity in this course is optional. All graded activities must be completed, even if submitted late for a grade of zero. Failure to do so will result in a deduction of 50% of each assignment turned in subsequently if the missed assignment is not completed before the next graded activity is due. The only exception will be due to documented Excused reasons mentioned elsewhere in the syllabus.

<b>Individual Activities (no other person may help you unless approved by your instructor) unless otherwise designated as a Group Activity</b>	<b>Possible points</b>
Article/case discussions (May be Individual or Group as designated in class) 5 @100 points each	500 points
Article/case written critiques (Individual Assignments) 2 @ 250 points each	500 points
Marketing plan (Group and individual grade components)	2500 points
Syllabus quiz	100 points
<b>TOTAL POSSIBLE POINTS</b>	<b>3600 points</b>

\*\* No scores from any graded activity will be dropped under any circumstances.

\*\*\* Typically, there are never extra credit opportunities. In the rare occasion they may be offered, they will be offered to all students. There are never occasions where extra credit is offered to an individual student.

**Learning Objectives and Associated Activities** – in order to help you associate course activities which foster the Learning Objectives, please refer to the table below:

<b>MKTG 4890 Course Learning Objectives (LO)</b>  At the end of this course, students should be able to:  <b>Associated Course Assignment/Activity</b>	<b>LO 1-</b> Create a comprehensive marketing plan	<b>LO 2-</b> Evaluate marketing strategies and tactics	<b>LO 3-</b> Analyze a firm's strengths, weaknesses, opportunities, and threats.	<b>LO 4-</b> Demonstrate effective communication skills in oral, written, presentation, and recorded communications.
Case/ article discussions		X	X	X
Case/article critiques		X	X	X
Classroom contributions		X		X
Marketing plan creation	X	X	X	X

### 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 you can contact for help with Canvas or other technology issues.

**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:** 8am-9pm

**Telephone Availability:**

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

### Course Policies

**Artificial Intelligence (AI) Course Policy-** the use of any Artificial Intelligence tool (ChatGPT, etc.) is expressly forbidden when composing any written assignment in this course without explicit permission from the instructor. Tools such as Spell Check and Grammar Check in Microsoft Word are acceptable to use for editing. Tools such as Grammarly are acceptable for editing. But no AI tool (Chat GPT or something similar) may be used to compose any written assignment for this course.

Violating this course policy will be regarded as Cheating, as defined in Definition #6 as, "use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;" in UNT Policy 06.003 Student Academic Integrity.

If AI tools are deemed as an acceptable accommodation to a student under provisions authorized by UNT's ODA, this course policy will be waived for the affected individual student.

### Attendance

Students are required to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course

learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

## **Class Participation**

### **Class Attendance for Face-to-face and Hybrid courses**

**Absence Verification:** Students are expected to attend classes regularly and to abide by the attendance policy established by the professor. However, the university is aware that there will be times when a student is unable to attend class due to emergency situations, health or the death of a loved one. The Dean of Students Office is also available to assist you with documenting your **absences**. Students must provide the Dean of Students with official and verifiable documentation related to the reason for absence. Once the **absences** have been verified the decision to allow a student to make up course work is left to the discretion of the professor and/or the department.

**Authorized Class Absences/ Field Trips:** All travel by students off the campus for the purpose of participation in athletics, music groups, AFROTC activity, dramatics, exhibitions, debate, student government, conventions and field trips must be authorized by the dean of the school or college of the sponsoring department. Absence lists must be approved by the department chair and sent to the office of the dean in advance of the travel date. Sponsors must report to the Dean of Students Office all students listed who did not make the trip.

Within three days after the absence, students must obtain authorized absence cards from the Dean of Students Office for presentation to instructors of classes missed. Students with authorized absence cards may make up the work missed when practicable or be given special allowance so that they are not penalized for the absence. Additional information regarding Authorized Class **Absences** may be found in the Faculty Handbook.

### **Excused versus Unexcused absences**

These are the guidelines for classes taught by J. Garry Smith, Ph.D. I understand that life happens, and have experienced many disruptions in my life, too. Over the years, my students have dealt with virtually all the issues described below. It is the uncontrollable elements that cause the most disruption, and I will gladly work with you should you be faced with 1,2,5 or 6 below. **Contact me as soon as you can should #1 or #2 below apply to your situation, but take care of your family obligations first.**

**Excused (documentation not required)-** any time the university, or a relevant part of it, is closed to students and faculty due to natural or man-made occurrences, no documentation is required from you as long as the university has notified staff, students, and faculty of said closures. These are typically due to weather (hurricanes, flooding, tornadoes, ice and snow), but could be due to man-made circumstances. In such instances, due dates for assignments will be adjusted for all students when the university is able to support a normal learning environment. Any revised due dates will be communicated via Canvas and university email accounts as soon as possible.

### **Excused**

There will be no penalty for absences due to university-sanctioned activities. However, it is your responsibility to provide me with as much advance notice as possible of your scheduled absence and documentation supporting this absence. It is your responsibility in these instances to ensure any assignments or tests due during the missed classes are made up in a satisfactory manner to the instructor. You should make these arrangements prior to missing class.

Absences due to the following reasons may be excused providing proper documentation is received from you.

1. Death or major illness/injury involving a family member. Some extremely close friends may also qualify, but please

check with me first to ensure this applies.

2. Illness, injury, or medical care of a dependent family member (this includes unborn children for pregnant students)
3. Participation in legal proceedings or administrative procedures that require a student's presence.
4. Religious holy days.
5. Illness/ injury/ medical condition that is too severe, contagious, or debilitating for a student to attend class (to be determined by Health Center or off-campus physician). Please refer to current Covid policies for specific guidance if that is applicable. Quarantine does not excuse participation.
6. Required participation in military duties or civilian emergency (paramedic, volunteer fire dept., etc.) duties.
7. Automobile accidents or serious traffic delays which you are involved in.

Some of these are obviously completely beyond your control (see 1,2,5,6 above). Please provide proper documentation as soon as practical without neglecting any responsibilities you may have due to these situations. Please do not bring a note to school to inform me you are contagious or leave a seriously ill/ injured family member to tell me you will miss a class. My personal recommendation is to fulfill your responsibilities to your family/community in the situations described above and inform me when it is convenient to do so.

### **\*Other absences**

Occasionally, special circumstances not covered by the above may warrant an absence from class to be excused by the instructor. You must discuss any special circumstances with me prior to the absence that you feel make it justifiable, or any missed assignments or tests will be graded zero. Emergency work-related absences will require a signed letter from your supervisor on company letterhead explaining your situation.

I do not give early tests, and I do not allow any test to be missed to accommodate planned vacations, etc. Since you are adults, my presumption is you planned accordingly when you scheduled this class.

1. Attendance is mandatory in face-to-face classes. The following guidelines are for unexcused absences in one semester, which I have documented, that will result in a grade of "F" for the course:

Face-to-face meeting once weekly:	Two unexcused absences
Face-to-face meeting twice weekly:	Three " "

**There will be no opportunity given to make up work or tests for grade credit missed due to unexcused absences. However, missed assignments must be made up to receive full credit on any future assignments.**

### **Course Materials for Remote Instruction**

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a laptop or desktop computer (including a webcam and microphone) and software (apps) that can open and produce Microsoft Word documents, Excel spreadsheets, and Powerpoint slides to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>

### **Class Participation**

You will make better grades if you are engaged in this course. It is difficult to think of a marketing course where failing to participate mentally, physically, emotionally, and verbally is advisable. All I can require is your physical (or virtual) and verbal (or written) participation, and I hope to inspire your emotional and mental participation. Please do not think you can simply sit in the classroom (or simply log in for an online course) and be an effective learner. I encourage your input, questions, and active participation. We can learn from each other.

## Late Work

Late work receives an automatic grade of zero, although the assigned activity must be completed with a good faith effort to avoid severe grade penalties. The only exceptions occur when an excusable reason, as defined in the syllabus, can be documented. In those instances, you will communicate with the instructor for a revised due date.

## Examination Policy

### Test Policies for in-class tests

Test questions will address material covered in the textbook, lectures, class discussions, and any other classroom activities within the classroom or assigned outside the classroom. I do not ask “trick” questions on tests intentionally. I will let you know the material you are responsible for knowing on any test. You will be responsible for supplying your own Scantron forms for all tests taken in the classroom. Tests may include multiple choice, True/False, short essay, and fill-in-the-blank questions.

1. Turn off, silence, and put away all cellphones, smartphones, PDAs, iPods, MP3 players, or other electronic devices etc. before tests are passed out. You will not need any electronic devices (including calculators- unless specifically allowed) during tests. Failure to comply with this requirement will result in a grade of “0” (zero) being assigned to you for the relevant test.

**Specifically, if any electronic device or peripheral attachment (i.e., earbuds, headphones, etc.) is seen by me or any test proctor where it could be easily used by you during a test, you will be automatically presumed to be cheating and subject to the provisions regarding cheating. The only exceptions will be electronic devices required for medical reasons or compliance with the requirements of ADA (ex: hearing aids).**

2. Baseball-type hats, or any headwear with a wide brim in front, must be removed, or reversed on your head during the test. If you remove a hat you are wearing while taking a test for any reason, you will be presumed to be cheating. It is recommended you take it off prior to the test and keep it off for the duration of the test.
3. An official ID with your picture may be required either prior to taking a test or upon turning a test in upon completion. Official IDs include school (UNT) ID cards, valid driver’s license, military IDs, etc. or any valid picture ID issued by a recognized governmental entity.
4. I will make every effort to have grades ready for your review within 2 days. All test questions will be reviewed for fairness prior to posting grades. I will notify the class via email if adjustments are made.
5. No questions will be answered about test questions by the instructor or any authorized proctor during the administration of a test. If you think a question is wrong, please note this on the test form that you turn in.
6. You may be asked to change seats during a test if test copying is suspected. This will not necessarily mean you are suspected of being a willing participant if you are asked to move.
7. Any disputes regarding test grades must be resolved within one week of the test grades being made available. If you need to schedule an appointment to review any concerns over grading, it is required that you provide a written list of your concerns and reasons for them to me prior to our visit.
8. **Tests must be completed and turned in during the allotted time period. Otherwise, you will receive a grade of zero (0) for the test.** The only exceptions will be for compliance with ADA provisions or emergencies beyond your control. A restroom visit is not considered an emergency, unless it is due to an illness.

### Test Policies for Online tests

1. Chapter Quizzes are not regarded as tests. You may use the textbook when completing the online chapter quizzes.
2. Outside assistance is never permitted on tests. These are not “open book” tests, and the use of the textbook is not allowed under any circumstances. Assistance from any other individual, website, or

intelligent device is prohibited, and will be regarded as a violation of Student Academic Integrity policies. The only exceptions will be authorized under compliance with an ADA accommodation that is on file with the university.

3. You may not utilize search engines (Google, Bing, Yahoo, Ask.com, etc.) to look up answers during a test.
4. You may not take the test with any assistance from another person in any form (unless allowed under accommodations for a learning disability in compliance with ADA requirements).
5. You may not copy electronically (i.e. “cut and paste”) any portion of any test for any purpose whatsoever. This includes any questions you have a concern with. Notify me of the question number and the topic it addresses. Do not take a picture of a test question or copy it and email it to me. That is a violation of academic integrity and will be penalized accordingly. No exceptions!
6. You may not use any outside source with copies of the textbook’s test bank to assist you in any way.
7. Respondus Lockdown Browser, including Webcam monitoring, will be required for all tests. Failure to stay in view of your camera during the test will be considered Academic Dishonesty.
8. If you lose your internet connection, or experience issues with access to Canvas, Respondus Lockdown Browser and/or Webcam Monitor software, or any required technological tools necessary to accomplish required academic activities with a time deadline, please contact me immediately to document your situation. You may then contact appropriate Help Desks to seek their assistance. For power outages, please provide me the name of your electricity provider so I may verify the power outage. When your situation is resolved, we can then plan for you to complete the graded activity.
9. Your phone should be completely turned off during the time a test is being taken. No texting or communicating with outside parties during a test is allowed, and these will be regarded as cheating. The only exceptions will be: (1) if you have internet or Canvas difficulties and need to phone or email your instructor or an appropriate HelpDesk to report these difficulties, or (2) to respond to any unforeseen emergency that threatens life or property (sudden illness, severe weather, etc.).
10. Under no circumstances may you communicate with another student in any manner during a time period when you or the other student may be taking a test unless I authorize it in written form. Doing so will be considered a violation of Student Academic Integrity and will be penalized accordingly.
11. \*Violations of any of the above policies covering tests will result in an automatic grade of zero (0) for the test, and a more severe penalty for violations of Academic Honesty policies. The penalty for any academic dishonesty will be a grade of “F” for the semester.

### **Assignment Policy**

Due dates for assignments will be shown in the Tentative Course Schedule, the Course Calendar in Canvas, and in the appropriate Canvas module.

### **Syllabus change policy**

I reserve the right to modify the syllabus at any time during the semester. Any modification will be communicated in class and through electronic communication (class email, Canvas, etc.). An updated syllabus will be posted when this occurs, and the modification will be specifically identified.

### **Assignment submission policies:**

#### **Late Work**

1. No late submissions will be accepted, no emailed assignments will be accepted, and no hard copy submissions will be accepted unless explicitly authorized by the course’s primary instructor. Late submissions will receive an automatic grade of zero.

2. There are no optional graded activities in this course. You must submit an honest attempt to complete each assigned activity, even if you receive no grade points for them. You will be penalized on future graded activities until you complete all missed assignments. The only exceptions are for documented, excused absences (or delays for online courses) per syllabus policy. Please review syllabus policies for Excused Absences.
3. The term “assignments” used here refers to any graded activity and may include written assignments, video-recorded assignments, quizzes, tests, simulation inputs, role plays, online quizzes, online exercises, in-class exercises, etc. There will be multiple assignments which may be submitted via Canvas or in class as detailed in the specific assignment. . **All written assignments must be submitted as a Word document attachment** (“doc” or “docx” file extensions) through the correct Assignment link in Canvas.
4. I will not accept “pdf”, “rtf”, “Google docs”, or any other form of written assignment. If you prepare your assignment on an Apple computer using Apple software, it is your responsibility to make sure the file will open in the correct format by a computer using MS Office software for Windows operating systems. Please do not assume that correct compatibility exists.
5. If you submit an assignment in any of the improper formats, you will automatically receive a zero for the grade with no recourse. Late assignments will receive an automatic zero, although you will be required to submit an assignment anyway. Failing to complete any assignment will result in an automatic grade penalty of 50% for subsequent assignments.

The only exceptions to the automatic zero will be documented evidence of an excusable reason detailed elsewhere in the syllabus or previous permission from me. No other instructor or administrator at UNT can authorize you to not fulfill your obligations in this course without my consent. There are very specific guidelines for written assignments detailed below in this syllabus. You need to follow them explicitly when completing any written assignment.

6. 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](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.

### **General guidelines for submitting assignments**

1. Each assignment is an Individual Assignment unless explicitly assigned as a group activity. Collaboration with other students on an Individual Assignment is a violation of Student Academic Integrity policies at UNT, and such occurrences will be treated as such.
2. Incomplete submissions will receive an automatic grade of zero. Partial credit for a partial submission is never granted. You are required to give your best efforts to complete each assigned activity in this course. Failure to do so will result in severe grade penalties.
3. There are no optional graded activities in this course. You must submit an honest attempt to complete each assigned activity, even if you receive no grade points for them. You will be penalized on future graded activities until you complete missed assignments. The only exceptions are for documented, excused absences (or delays for online courses) per syllabus policy. Please review syllabus policies for Excused Absences.
4. The term “assignments” used here refers to any graded activity and may include written assignments, video-recorded assignments, quizzes, tests, simulation inputs, role plays, online quizzes, online exercises, in-class exercises, online discussions, classroom discussions, etc. There will be multiple

assignments which may be submitted via Canvas or in class as detailed in the specific assignment.

5. No late submissions will be accepted for grading, no emailed assignments will be accepted, and no hard copy submissions will be accepted unless explicitly authorized by the course's primary instructor.
6. **All written assignments must be submitted as a Word document attachment** ("doc" or "docx" file extensions) through the correct Assignment link in Canvas. I will not accept "pdf", "rtf", "Google docs", or any other form of written assignment. If prepared on an Apple computer using Apple software, it is your responsibility to make sure the file will open in the correct format by a computer using MS Office software for Windows operating systems. Please do not assume compatibility exists.
7. If you submit an assignment in any of the improper formats, you will automatically receive a zero for the grade with no recourse. Late assignments will receive an automatic zero, although you will be required to submit an assignment anyway. Failing to complete any assignment will result in an automatic grade penalty of 50% for subsequent assignments.

The only exceptions to the automatic zero will be documented evidence of an excusable reason detailed elsewhere in the syllabus or previous permission from me. No other instructor or administrator at UNT can authorize you to not fulfill your obligations in this course without my consent.

8. 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](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 responsibility and feedback:**

My goal is to provide you with comprehensive feedback and critiques in a timely fashion that will allow you to be successful in the future. Short assignments may be graded rather quickly, and longer assignments naturally take longer to grade correctly. The total enrollment in the courses plays a role in how quickly I can return graded assignments to you. However, my goal is for you to receive a graded assignment before the next one is due so you have guidance on how to be more successful on future assignments.

There are very specific guidelines for written assignments detailed below in this syllabus. You need to follow them explicitly when completing any written assignment that will be turned in as a Microsoft Word attachment. Discussions do not need or require citations or a bibliography.

### **Specific Guidelines for Written Learning Opportunities:**

- (1) Quality Work: When you submit written work, please prepare it in Microsoft Word using a format/style consistent with professional business practice. Quality work is free of spelling and grammar errors and has a professional appearance. I will consider spelling, grammar, punctuation, and the professional appearance of your work in determining your grade for each assignment. Any combination of 3 spelling, grammatical or punctuation errors will result in a 10% deduction. Any combination of 6 or more of these errors will result in a grade deduction of 50% for the assignment, regardless of its length. Use the spellcheck and grammar check functions in MS Word and proofread all written assignments before turning them in. This includes group projects.
- (2) Identifying Submissions: Please include, as the first page of each assignment, a title page that provides appropriate identifying information. For Informal Written Assignments, a page with your name, course name, and course number (and Section Number, if necessary) will be sufficient. For Formal Written Assignments, you will find an example of a title page in the appropriate American Psychological

Association (APA) Publication Manual. If the requirements for an assignment indicate a minimum or maximum number of pages of content, the title page, table of contents, if any, and list of references are not counted in the number of pages submitted.

- (3) Late Submissions: Late submissions will not be accepted for grading except in the case of documentable emergencies. Please refer elsewhere in the syllabus for a list of acceptable emergencies. Late submissions receive a grade of zero, but you will need to submit your best effort even for missed assignments to avoid severe grade penalties.
- (4) You must submit all assignments in Microsoft Word (“doc” or “docx” file extension). I do not accept assignments submitted as Open Document Text, Rich Text Format(rtf), Portable Document Format (pdf), etc. It is your responsibility to convert files to Microsoft Word before submitting them, and you must ensure they are compatible with MS Word on a Windows operating system computer
- (5) Authentication, Plagiarism, and Citing: Review the UNT ethical requirements. You have an ethical and legal responsibility to authenticate ALL information you submit for grading.

*This means that you must cite authoritative sources to authenticate facts, statements and opinions that were derived from one or more sources, whether quotes, paraphrases, or summaries. Authoritative sources include scholarly articles (from peer-reviewed journals such as Journal of Marketing), published textbooks from reputable printers (publishers such as Pearson, McGrawHill, Cengage, Kendall Hunt, etc.), articles in well-known, respected, and reasonably objective business or popular publications (Harvard Business Review, The Economist, Forbes, Fortune, Bloomberg Businessweek, etc.) and, occasionally, blogs belonging to authors associated with legitimate institutions such as any of the entities listed immediately preceding this sentence.*

*Any source listed in the UNT library catalogs under a particular subject or discipline has already been vetted by the library for legitimacy as a source of information. Be certain to check the expertise of any blogger before citing their work. For example, there are several bloggers associated with Forbes magazine whose expertise in certain areas has been legitimized by Forbes. There is a blog associated with the Publication Manual of the American Psychological Association than answers questions pertaining to writing questions relevant to the Publication Manual. Since editors of the Publication Manual contribute to the blog, it is considered a legitimate source of information.*

*Wikipedia is not a legitimate source of information for your purposes. The first hit when conducting a search on Google or any search engine may not be regarded as authoritative. See or contact a librarian if you need further assistance in this area at <https://library.unt.edu/>.*

You must properly cite these sources in the body of your submissions and must provide an appropriate list titled References as the last page of your submissions. See the **Publications Manual of the APA 6th ed.** A link to resources connected to this guide, as well as additional resources (many of which are available online), may be found at <https://guides.library.unt.edu/citations-style-guides/apa>. Citations or references based on links provided by the library are legitimate and regarded as authoritative.

All written communication in this course should follow guidelines in the Publication Manual of the American Psychological Association 6<sup>th</sup> ed. Failure to cite correctly or provide associated references will be treated as plagiarism with appropriate consequences according to university policy.

**WARNING:** Any academic dishonesty, including using undocumented material from ANY other source, can result in a failing grade for the course.

### **Standards for Written Assignments**

Dear Students:

I have several general comments to make in order for you to have a greater chance of success in this course. My perspective is informed by more than 20 years in business and more than 18 years of experience in academia. My remarks will be prefaced with an explanation of my reasons for being so concerned.

Proper marketing hinges on proper communication regardless of the country or countries involved. Corporate strategies must be understood clearly, marketing strategies must be developed with clearly understood goals in mind, marketing plans must be written, marketing tactics must be developed, and each of these must be accurately communicated to those responsible for implementing them. This could include parties within or outside the organization. Marketing messages must be developed and communicated to customers, and customer feedback must be solicited and understood. Communication is absolutely essential to effective marketing efforts, and communication involves creating a message, encoding and transmitting a message, receiving a message, and receiving or providing feedback. Marketers develop and receive messages pertaining to customers, coworkers, suppliers, subordinates, and superiors. Therefore, you should exhibit a high level of conscientiousness in making sure your messages are clearly communicated in an appropriate manner so the recipient of the message understands what you are trying to communicate. If you cannot do this, you will not succeed in sales, marketing, or any related professional field.

I will elaborate on several areas of concern below.

First, focus on understanding precisely what the question is in any assignment. Do not answer more than the question asks you to respond to. Stay on topic; do not stray from the topic. Adopt the perspective that you are a junior executive writing to a VP of Marketing, Chief Marketing Officer, President or CEO of an organization. In other words, you can presume a certain level of knowledge on my part and you should strive to produce work that is professional in content and style. Presenting work that is less than this is not an acceptable standard for an upper division level college student, and it would certainly not be acceptable in the professional world.

Second, I notice far too many spelling, punctuation, and grammatical errors in assignments submitted by upper level college students. When you submit a written response to a question, or produce a report, at the upper division level of a college course, you should take time to make sure the answer reflects well on you and your intelligence. Glaring errors I frequently notice include:

1. Misspelling the name of the focal person, company, brand, or product.
2. Incorrect usage of possessive and plural forms of words.
3. Inappropriate usage, or non-usage, of punctuation. In particular, my experience has shown that many college students know what a semicolon is, but do not know how to use it correctly. Incorrect punctuation distorts the meaning of your written communication, which usually works to your detriment.
4. Incoherent or unintelligible sentences. Proofread to make sure your sentences make sense and can be easily understood.
5. Improper subject/verb agreement. A plural noun requires an appropriate verb to match the plural case. A singular verb requires an appropriate verb to match the singular case. In run-on sentences, writers frequently lose track of the appropriate subject. Break long sentences into shorter sentences.
6. Inappropriate use of nouns when adverbs or adjectives are appropriate. The language you use in conversations with your friends is not always correct for written work submitted in academic and professional settings.
7. Writing multiple separate words in situations where one word is correct (i.e., “now a days” WRONG versus “nowadays” RIGHT)
8. Using an incorrect word. The meaning of a word is not altered due to your intended meaning. If you are unsure that you are using the correct word, check a dictionary.

Errors such as getting an individual’s or a corporate name wrong will get you noticed in the professional world, but not in a way you would find desirable.

Most spelling errors can easily be caught by using the spell check function in your word processing

program, and by proofreading. Punctuation errors may be caught with a grammar check function, as well as by proofreading. Use the spell check and grammar check functions first, then, proofread each document you prepare to submit for a grade.

Third, try to collect your thoughts so you can express them coherently and concisely. Your answers should be easily understood. It is not effective to write at length to try to seem impressive. Think about the order you wish to present your information before you present it.

Fourth, you should write as if you are writing to a professional audience (which I am). Do not write as if you are texting or sharing on Facebook or Twitter. Write words out completely. Do not use abbreviations. Use apostrophes for contractions and possessive terms, and always use appropriate punctuation. I can tell you with great confidence that among professionals, one of the most aggravating issues they encounter is written communication in a professional setting that assumes the form of a text message. I have relayed this message to my students over the years and I have yet to have one contact me after they enter the professional workforce to tell me I was wrong. As a matter of fact, I have had many of them, months or years after graduation, tell me they were glad I brought their attention to this issue before they graduated.

A final area of concern deals with appropriately crediting sources in the body of the document and listing references at the end of the document. Citations should direct the reader directly to the cited material in a straightforward manner. The references at the end of the document should provide complete information regarding the source. Use the latest edition of the Publication Manual of the American Psychological Association (APA ) as your reference for proper form.

See chapters 6 and 7 in particular. Some key examples for the most common references are provided below:

#### Single Author

1. (Citation in body of sentence) - Smith (2007) found that feeding monkeys burritos leads to undesirable results.
2. (Citation at end of sentence) - Feeding monkeys burritos is associated with negative results(Smith, 2007).
3. (Citation from book at end of sentence) - Monkeys have been found to experience negative outcomes when fed burritos (Smith, 2007, p.6)

#### Multiple authors

1. (Citation in body of sentence) - Shin and Tam (2007) found that feeding monkeys burritos leads to undesirable results.
2. (Citation at end of sentence) - Feeding monkeys burritos is associated with negative results (Shin & Tam 2007).
3. (Citation from book at end of sentence) - Monkeys have been found to experience negative outcomes when fed burritos (Shin & Tam, 2007, p.6)

The reference section for the above articles would look like this:

#### References

Shin, D. & Tam, L. (2007). TexMex affective meal preferences in simians. *Monkey Diets Today*, 8, (6), 24-31.

Shin, D. & Tam, L. (2007). *An analysis of ethnic food preferences in ecologically deprived populations of monkeys*. Seoul, Korea: Curious George Press.

Smith, J.G. (2007). Are habaneros too hot for monkeys to handle? *Spice in simian society*, 3, (2), 1-13.

Smith, J.G. (2007). Let's bungle in the jungle: A study of the mistakes committed by simian 5- star chefs in their natural surroundings. Bucksnot, Tennessee: Mighty Joe Young Publishing.

GENERAL FORMAT FOR REFERENCES (Refer to 6th edition of the Publication Manual of the American Psychological Association for specifics not covered here)

Periodical publications such as books, magazines, etc.

Author's last name, Author's initials (Year of publication). Article title. Name of periodical. Volume number, (Issue number), page numbers.

Books

Author's last name, Author's initials (Year of publication). Name of book. Location of publisher: Publisher's name.

This is not written to demean or threaten you, but to get your attention and guide you. I strongly want each of you to succeed in your future endeavors. Your work in this class gives me an indication of your preparation for success in a marketing career. Your grades will show how I have judged your level of preparation. My feedback should help you develop your skills for success in the professional workforce. I do have high expectations of each of you. My standards for my students are unapologetically high. If you have any questions or concerns, please contact me by email or phone to discuss this further.

J. Garry Smith, Ph.D.

**UNT Policies-** You are required to be familiar with, and abide by, Student Academic Integrity 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. In this course, a finding that you committed Academic Dishonesty will result in a grade of 0 for the graded activity, and a grade of "F" for the semester.

### **Ryan College of Business Academic Integrity Policies**

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable.

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.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in a group assignment.

Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is also considered as plagiarism. You should synthesize this material in your own words and provide a footnote.

Your professor will specify what materials, if any, may be used on the tests and exams.

Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission.

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student.

## **Course Academic Integrity Policies**

### **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.

Any form of Academic Dishonesty discovered and proven connected with a test, homework assignment, or any written assignment will receive a grade of zero and, at a minimum, result in a letter grade deduction for your semester grade. A grade of "F" for the semester will also be issued in accordance with university policy.

Any type of Academic Dishonesty discovered and proven will result in a grade of "F" for the semester.

It is possible to commit more than one type of Academic Dishonesty on the same graded activity. If this is discovered and documented, separate reports will be turned in to the University Academic Integrity officer as required by university policy. Multiple reports of Academic Dishonesty on your record make you subject to suspension, probation, or even expulsion from the university.

A strong university is built upon the academic integrity of its members. As an intellectual enterprise, it is dependent upon trust, honesty, and the exchange of ideas in a manner that gives full credit and context to the sources of those ideas. UNT's policy on the Student Standards of Academic Integrity is designed to uphold these principles of academic integrity. It protects the rights of all participants in the educational process and validates the legitimacy of degrees awarded by the university.

The policy covers categories of academic dishonesty such as cheating, plagiarism, forgery, fabrication, facilitating academic dishonesty and sabotage. It includes descriptions of infractions, penalties and procedures. In the investigation and resolution of all allegations of student academic dishonesty, the university's actions are intended to be corrective, educationally sound, fundamentally fair, and based on reliable evidence. The full policy (18.1.16) is available online at [policy.unt.edu](http://policy.unt.edu), where it can be located by searching for either title or number.

### **Academic Misconduct and Dishonesty**

All instances of suspected academic dishonesty will be subject to the provisions of UNT regarding academic cheating. According to this policy, a grade of "F" for the course will be assigned for specified violations mentioned above.

My personal standards are:

1. I do not tolerate any form of academic dishonesty (cheating, copying tests, plagiarism, etc.) in my classes. Furthermore, cooperation with other students on any assignment is prohibited unless specifically allowed in the assignment by the instructor.

2. I will assess the maximum penalty to any and all parties involved in any form of academic dishonesty for the graded activity involved. This will result in a grade of “F” for the course.
3. I do not have “degrees” of guilt or “levels” of penalties for academic dishonesty. The most serious penalty possible will be the one given for any offense. You should not be rewarded for unethical behavior in any way in your academic or professional life.
4. All occurrences of academic dishonesty will be reported to the appropriate department chair, the dean of the College of Business, and the UNT Academic Integrity Office. I am required to file reports with the university documenting occurrences of academic dishonesty I am aware of.
5. You should familiarize yourself with definitions of what constitutes Academic Cheating. Some common violations are noted below:

The most common academic honesty violations are cheating and plagiarism.

Cheating includes, but is not limited to:

- Submitting material that is not one's own.
- Using information or devices that are not allowed by the faculty member.
- Obtaining and/or using unauthorized material.
- Fabricating information.
- Violating procedures prescribed to protect the integrity of a test, or other evaluation exercise.
- Collaborating with others on assignments without the faculty member's consent.
- Cooperating with or helping another student to cheat.
- Having another person take an examination in the student's place.
- Altering exam answers and requesting that the exam be re-graded.
- Communicating with any person during an exam, other than the faculty member or exam proctor.

Plagiarism includes, but is not limited to:

- Directly quoting the words of others without using quotation marks or indented format to identify them.
- Using sources of information (published or unpublished) without identifying them.
- Paraphrasing materials or ideas of others without identifying the sources.

### **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](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-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](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).

## **Survivor Advocacy**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-5652648.

## **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](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**

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and 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.

Download the UNT System Permission, Waiver and Release Form

### **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.

### **Class Recordings & Student Likenesses**

Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

## 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 is different 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.*

#### 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/>)

#### **Emergency Evacuation Procedures for Business Leadership Building:**

**Severe Weather** In the event of severe weather, all building occupants should immediately seek shelter in the designated shelter-in-place area in the building. If unable to safely move to the designated shelter-in-place area, seek shelter in a windowless interior room or hallway on the lowest floor of the building. All building occupants should take shelter in rooms 055, 077, 090, and the restrooms on the basement level. In rooms 170, 155, and the restrooms on the first floor.

**Bomb Threat/Fire** In the event of a bomb threat or fire in the building, all building occupants should immediately evacuate the building using the nearest exit. Once outside, proceed to the designated assembly area. If unable to safely move to the designated assembly area, contact one or more members of your department or unit to let them know you are safe and inform them of your whereabouts. Persons with mobility impairments who are unable to safely exit the building should move to a designated area of refuge and await assistance from emergency responders. All building occupants should immediately evacuate the building and proceed to the south side of Crumley Hall in the grassy area, west of parking lot 24.

If a natural (hurricane, tornado, flood, ice storm, etc.) or man-made disaster (explosions, gas leaks, violence on campus, etc.) affects the ability of the class to be held under normal conditions, the mode of delivery (online, hybrid, or face-to-face) may be changed as soon as practical to ensure course delivery experiences minimal disruption.

## Student Resources

**Responding to Suicidal Concerns-** life is always what is most important. If you, or someone you know, might be contemplating suicide, please get help! You can learn more about suicide warning signs at the link below:

<https://studentaffairs.unt.edu/counseling-and-testing-services/guides/self-help-resources/suicide-prevention>

National Suicide Prevention Hotline - 1 (800) 273-8255

When a student makes any reference to suicide, threat of suicide, or attempt at suicide, a judgment should be made by a mental health professional about the seriousness of a possible suicidal thought or behavior. Suicide attempts are first and foremost a medical emergency. If danger or suicidal behavior appears imminent: 1) Stay calm and 2) Contact Campus Police at 940-565-3000 or dial 911.

*To Save a Life, Remember QPR (Question, Persuade, and Refer)*

- Question** the person about suicide
- Persuade** the person to get help
- Refer** for help

**Sexual Assault Prevention:** There will be zero tolerance for any behavior that fosters an environment of sexual harassment or assault of any kind. Students who believe they have been the victim or near victim of Sexual Assault are encouraged to **contact the UNT Police at 940-565-3000 or dial 911.**

**Sexual Assault** – if you have been a victim of Sexual Assault, or know of someone who has been, please contact the UNT Police Department at **940-565-3000 or dial 911.** Sexual violence has no place in a civilized society.

**Physical Assault-** if you have been a victim of physical assault, please contact the UNT Police Department at **940-565-3000 or dial 911.**

**UNT Police Department-** 940-565-3000 or dial 911

**UNT Collegiate Recovery Program** – if you are recovering, or want to recover, from substance or behavioral issues and need a peer group, please review the information at the link below:

<https://recovery.unt.edu/>

**UNT Student Health and Wellness Center** - a wide variety of services for UNT students are provided here. Please familiarize yourself with them.

<https://studentaffairs.unt.edu/student-health-and-wellness-center/resources>

## UNT Counseling and Testing Services

A summary of services available here may be found at <https://studentaffairs.unt.edu/counseling-and-testing-services/services>

Through our Counseling Center services, we strive to support the academic success and general well-being of UNT students through professional counseling, career counseling, consultation, mental-health screenings, educational programs, and self-help resources as well as a referral services.

Testing Services provides a wide range of services including traditional admissions testing, computer-

based testing, career testing, and other tests. Please peruse the Counseling and Testing Services site to learn more about the specifics of our services, our privacy policy, how to access each service we offer and how to get the most from them.

<https://studentaffairs.unt.edu/counseling-and-testing-services>

**UNT Writing Lab** – this lab is there to “help writers at all levels and at all stages.” It is located in GAB 305. You may contact the lab at 940-565-2563 or email at [WritingCenter@unt.edu](mailto:WritingCenter@unt.edu). Online writing assistance is available.

<https://studentaffairs.unt.edu/content/unt-student-writing-lab-0>

**UNT Technology Helpdesk**- *Call: [940-565-2324](tel:940-565-2324) | Come by: [Sage Hall](#), Room 330*

<https://it.unt.edu/helpdesk>- check this website for availability, generally 8 am until 8 pm M-F, Saturday 9am-5 pm, and Sunday noon until midnight.

**Canvas tutorial** – if you are using Canvas for the first time, or need a refresher, please go to the link below:

<https://clear.unt.edu/events/training>

**How to Succeed as an Online Student**- <https://clear.unt.edu/teaching-resources/online-teaching/succeed-online>

**Student Affairs Services** – a broad variety of services are described here. Each of these are available to UNT students.

<https://studentaffairs.unt.edu/>

**Career Center@BLB**- our Career Center offers a variety of services designed to help you attain the career you desire. Don't wait until after you graduate to begin your career search!

<https://cob.unt.edu/careercenter/test>

### **Minimum technical skills needed for success in the course:**

Students taking this course should have the ability to use PCs, laptops, or tablets and appropriate business software such as Microsoft Excel, Word, and Powerpoint, to name a few. Students taking this course should know how to use CANVAS, their school email account and how to attach, send, and receive files with their school email account, and be proficient at navigating websites on the internet.

Students should possess proficiency with Microsoft Excel (i.e., ability to create spreadsheets with formulas, create charts from spreadsheets, conduct basic “what if” analyses, etc.), proficiency with Microsoft Word (create a properly formatted document with citations and references, where required, insert tables and/or charts in a Word document, properly utilize spell check and grammar check functions), and be able to create a slide presentation with Microsoft Powerpoint.

Students should also possess skills in math, spelling and reading commensurate with their status as upper division university students. There are very specific guidelines for written assignments contained elsewhere in the syllabus that are based on the fact that you have had at least 12 years (or the equivalent) of courses in spelling, English, writing, and reading before reaching your junior year of college. This does not include any lower division English or Communication courses you have completed at the university level, or any Business Communications courses you may have completed at the university level. With Writing Labs available to you, spellcheck and grammar check as tools available to you in Microsoft Word, and your own ability to proofread, you are well positioned to turn in high quality written work at all times, and you will be expected to do so.

There is an online, self-paced Canvas tutorial available at <https://clear.unt.edu/events/training>

You should also be able to use the UNT videoconference tool Zoom to conduct videochats and/or record meetings or presentations. You may download Zoom at <https://clear.unt.edu/supported-technologies/zoom>.

This website also provides instructions on how to download and a link to a Zoom training seminar provided by Danny Mariscal of UNT at [https://success.zoom.us/recording/play/np\\_VwMnttrW\\_MgGtO5o2LW1Wy4fMV\\_fc7D7FKZtVuZ\\_TzjsHpy6bOBwx6xMnKOTO?continueMode=true](https://success.zoom.us/recording/play/np_VwMnttrW_MgGtO5o2LW1Wy4fMV_fc7D7FKZtVuZ_TzjsHpy6bOBwx6xMnKOTO?continueMode=true).

An audio transcript is provided, too.

### **Classroom Behavior**

The principle of freedom of expression for students and teachers is cherished by your instructor. However, any form of expression that unreasonably interferes with other students' ability to profit from the instructional program or your instructor's ability to conduct class will not be tolerated. Language, symbols, or slogans that are verbalized or present on apparel, books, papers, or accessories worn or carried in the classroom are covered by this policy. Your instructor may determine infractions have occurred on the spot. You will be asked to leave the classroom and not return until you have remedied the situation if an infraction occurs.

For online courses, language used in Discussions or any other activity recorded in Canvas must be professional in nature. Profanity, derogatory terms directed at individuals, and demeaning language has no place in business practices.

**Instructor's note:** I have no desire to stifle freedom of expression. However, I will not allow the academic experience of others to be diminished by irresponsible behavior of a few. Since this is a course in a business-related discipline, forms of expression that are proper in business situations are encouraged. There are proper ways to discuss any topic appropriate to business in a professional manner regardless of how controversial it may be. We will do so in all instances.

Therefore, it is imperative that we all display the courtesy towards each other to listen attentively while anyone "has the floor" when speaking. Side conversations are disrespectful and distracting to others who may benefit from listening to the comments of authorized speakers. Side conversations will not be tolerated. Certainly, during periods of open discussion of an issue, no one person "has the floor" unless the instructor acknowledges that they do. I will ensure you know when we are having open discussions and when one person "has the floor."

### **Grading policies:**

Grades will be based on the following values. No "curving" will happen.

- A- 89.5% or more of total possible points
- B- 79.5%-89.499% of total possible points
- C- 69.5%-79.499% of total possible points
- D- 59.5%-69.499% of total possible points
- E- Less than 59.5% of total possible points

Extra credit opportunities are never offered to individual students. If there are extra credit opportunities, they will be made available to all students at the same time. I reserve the right to offer extra credit to any group of students in attendance in face-to-face classes at any time classes are in session.

**Graded activities** - will or may include any combination of the following:

Written assignments, oral presentations, recorded oral presentations, quizzes, tests, pop quizzes, simulations, online assignments, and case study analyses.

*Written assignments* may be informal or formal. All standards for written assignments apply to both types in terms of composition, spelling, grammar, and punctuation.

A Formal Written assignment requires a title page, table of contents, in-text citations, and a reference section in addition to the content. Formal Written assignments will usually be between 5-25 pages in length. Citations and a bibliography are required using APA standards.

An Informal Written assignment does not require a table of contents or title page. Citations and references are only required if you choose to rely on outside sources to complete the assignment. These assignments are always less than 5 pages long, and typically 1-3 pages.

Oral presentations may be recorded or presented in person in the classroom. All oral presentations are assessed on the basis of the speaker's logic, clarity of expression, pronunciation, poise, grammar, proper word choice, inflection, eye contact, volume, and non-verbal actions.

Recorded presentations may be formal or informal. You will be provided with specific directions for any recorded presentation assignment. In any recorded assignment, proper pronunciation, word choice, grammar, volume, and inflection is required.

Informal recorded assignments will generally be less than 5 minutes in length and will not require business attire. Slide presentations are generally not expected with these.

Formal recorded presentations will typically require business attire and a slide presentation with very limited reference to notes expected.

A Case Study analysis will be a written and/or summary of your analysis of a case study provided to you. You will either answer assigned questions pertaining to the case, provide an analysis of the key issues of the case, provide recommendations regarding key aspects of the case, or any combination of the above. These may be individual or group assignments. Your independent assessment and insights are what will be required. Do not repeat the case study, summarize the case, or provide answers from an outside source when assigned a case study.

Simulations are online software-based programs which allow for individuals or group members to provide certain inputs at specified times. These inputs involve key areas of marketing and sales functions that would be under the control of marketing managers. Results are communicated by your professor, and the process is repeated. Simulations typically cover 4-8 business "cycles" and also provide a "trial run" before actual results are counted.

Quizzes, tests, and exams may include True/False, Multiple Choice, Matching, or short essay answers.

Online assignments, quizzes, tests, and exams mirror those described above but require answering questions in an online environment.

In-class assignment may involve individual participation or group activities that will occur within the allotted class time. Attendance is required to receive credit.

Discussions are online questions requiring a written response. You should compose your response before typing it, and you should use the same attention to professional composition you would use in a traditional written assignment. Discussion answers should never look like a text message. They should never use slang or profanity, and they should be punctuated correctly. Failure to adhere to these standards will result in an automatic grade of zero with no chance to improve the grade.

If an article(s) is provided to provide context for a Discussion question, you do not have to cite the article

in your response. You may simply write “according to the article,” “as the article stated,” etc. If multiple articles are assigned, you may write “according to Jones’ article,” or “according to Brown’s article,” and that will be sufficient.

Otherwise, you should never cite an outside article when answering a Discussion question. I want your thoughts expressed, and your thoughts alone. Citing outside (unassigned) articles will result in an automatic grade of zero for the Discussion.

### **Attendance policies:**

#### COVID-19 Impact on Attendance

While attendance is expected as outlined above, it is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are unable to attend class because you are ill, or unable to attend class or perform work in an online course due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent from face-to face courses so I may make a decision about accommodating your request to be excused from class.

If you are experiencing any symptoms of COVID-19 (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Hotline at 844-366-5892 or

[COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure. While attendance is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

#### Class Materials for Remote Instruction

Additional remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone to participate in fully remote portions of the class. Additional required classroom materials for remote learning include a computer with the capacity to access the internet in order to access Canvas and Connect exercises. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Date	Topic	Individual and Group Exercises	Readings	Notes
May 19	Introduction to Applied Marketing Problems			
May 21	SWOT analysis overview	Groups assigned and elect/select group leader	See Canvas course homepage	
May 26	Article/case discussion 1	<b>Group Exercise:</b> Key questions about focal company from each group	See Canvas course homepage	
May 28		<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 2	Article/case discussion 2	<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 4	<b>NO CLASS MEETING</b>	<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	NO CLASS MEETING
June 9	Article/case discussion 3	<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 11		<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 16	Article/case discussion 4	<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 18		<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 23	Article/case discussion 5	<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 25		<b>Individual:</b> Classroom contribution graded <b>Group meeting</b>	See Canvas course homepage	
June 30	<b>NO CLASS MEETING</b>		See Canvas course homepage	NO CLASS MEETING
July 2	<b>NO CLASS MEETING</b>			NO CLASS MEETING
July 7	Article/case discussion 6			
July 9	Marketing plans review			
July 14	Group presentations			
July 16	Group presentations			

July 21	Marketing plan presentations	Group presentation or group attendance required		
July 23	Marketing plan presentations	" " " "		

\*Attendance is required for all group presentations. Failure to attend for an unexcused reason both marketing plan presentation class periods will result in a deduction of 80% of possible points from your Marketing plan grade.