

MKTG 4280.002/Global Marketing

Version 1.0 (08-21-02020)

Instructor Contact

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Pronouns: he/him/his
Office Location: I do not have the authorization to meet with you in person because of COVID-19 related concerns. (Please see virtual office hours via Zoom, below.)
Phone Number: 940.565.2135
Office Hours: Via Zoom, 5:00 PM – 7:00 PM, Wednesdays (and by appointment)
Email: jhinuk.chowdhury@unt.edu

Communication Expectations:

I will primarily communicate with students by posting *Announcements* in Canvas. Please ensure that you have set up Canvas to automatically email you (at your most frequently used email address) whenever I post an announcement.

It would be best if you seek answers to most general questions through the *General Q&A* Forum in the Discussions section of Canvas. If you have a general question about the course or assignments, please post it there. Either I will answer it, or one of your classmates will. This way, we can all benefit from the questions asked, and the answers will be available in a place that the whole class can see. You may also want to find someone in class with whom you can be a "buddy" — this will give you at least one other person you can email with questions.

If you have a *private* question, please contact me via *Canvas Inbox*, and I will endeavor to respond within 48 hours on weekdays (usually sooner). Canvas Inbox is a far better way of contacting me than direct email.

If you need to email me directly, please begin the subject line with *[MKTG 4280]* — including the square brackets. Doing that will bring the message into a specially designated folder in my Inbox and not get lost in the "deluge." Here is an example of a subject line of an email message:

"[MKTG 4280] – Can I set up a time to chat with you over Zoom, please?"

CLEAR has a webpage for students that provides [Online Communication Tips](https://clear.unt.edu/online-communication-tips) (<https://clear.unt.edu/online-communication-tips>) that you might find useful.

Welcome to UNT!

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

Course Description

From the course catalog: Survey of marketing concepts and practices and overview of the range of activities performed by marketing managers. Topics include the identification of market opportunities, strategic marketing planning, product/service development and management, price setting and management, establishing and managing distribution channels, and structuring promotional programs.

Course Structure

This course is entirely online. All class lectures that you will consume are asynchronous (that is, recorded). However, *there will be fixed time windows in which you will need to complete assignments and take exams*. These will be spaced approximately evenly throughout the semester and announced on the course calendar.

We *may* have a couple of synchronous video conferences using Zoom throughout the semester. If we schedule such video conferences, there will be an announcement for each of them with at least 72 hours of lead time. Those Zoom meetings, too, will be recorded and made available for viewing later.

I will open sequentially numbered modules, one at a time.

Course Prerequisites or Other Restrictions

The only prerequisite for this course is "Junior standing."

Course Objectives

Upon successful completion of this course, students should be able to:

1. Recall critical features of the marketing discipline.
2. Identify the hierarchical stages in the historical development of the modern marketing concept.
3. Define and explain each of the stages that led to the development of the marketing concept.
4. Explain the role and importance of consumers in the marketing process.
5. Enumerate the stages of the consumer decision process and the managerial implications of each.
6. Recall the critical components of the organizational buying process and the managerial implications of each.
7. Explain the critical constructs that constitute marketing strategy.
8. Recall the importance of segmentation, targeting, and positioning in the context of strategic marketing decision making.

Materials

This course does not require you to buy or rent a traditional paper-based textbook. Instead, I strongly urge you to *subscribe* to a "virtual book" (also known as an *online course*) available on the website at [World Class Courses](https://worldclass-courses.com) (<https://worldclass-courses.com>). The relevant online course on that website is [Global Marketing \[4280\]](https://worldclass-courses.com/product/global-marketing) (<https://worldclass-courses.com/product/global-marketing>).

The retail price of the online course is \$189.95. It is on sale through 11:59 PM, August 23, 2020, for \$19. While it will revert to its retail price on August 24, I will give you a discount code that will

reduce the cost of the course by 90% (and, consequently, bring the price back down to \$19). However, *that code will be valid only through the first twelve days of the semester (that is, through 11:59 PM, September 5, 2020)*. I will make the discount code available to you via an announcement on Canvas. Please do not subscribe to this online course if you are not sure that you will continue your enrollment in this course. As an e-commerce purchase, all sales are final and non-refundable.

Disclaimer: I — your instructor — am the author of this course. I have used this course to teach students in educational institutions in the US and overseas. Because I am the author, I will not *require* you to subscribe to it. But, I urge you to adopt it because it will be incredibly helpful to you. (See mentions of this online book on *RateMyProfessors.com*.) It would have been perfect if I could make this available to you at no cost. However, the platform costs and intellectual property agreements related to the content of the book preclude me from doing so.

Teaching Philosophy

My teaching philosophy involves providing students with resources that help to inspire them and motivate them to continue to learn on their own in the future. Students who are motivated and inspired to learn will come to school with a positive mindset. I work hard to promote student self-motivation by giving them agency to explore areas of interest within the curriculum.

Course Technology & Skills

Minimum Technology Requirements

The minimum technology requirements for students are:

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements \(https://clear.unt.edu/supported-technologies/canvas/requirements\)](https://clear.unt.edu/supported-technologies/canvas/requirements)
- Computer Skills & Digital Literacy

The list of course-specific technical skills learners must have to succeed in the course are:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs
- Making and publishing (i.e., uploading to YouTube or an equivalent service) a homemade-quality video, recorded on smartphones or digital cameras

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 technical 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

Phone: 940-565-2324

In-Person: Sage Hall, Room 130

Walk-In Availability: 8 AM-9 PM

Telephone Availability:

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

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.
- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using "text-talk" unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

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

Course Requirements

Your overall semester grade will include evaluations of your performance in the following three areas:

- **Exams** (delivered through Canvas/Respondus LockDown browser) — 60% of the overall grade
- **Assignments** (short quizzes, essays, and discussions) — 15% of the overall grade
- **Project** (group work; details to be announced separately) — 25% of the overall grade

The final course grade will be determined using the following formula:

$$\text{OVERALL} = [(\text{AVERAGE of EXAMS}) * 0.60] + [(\text{AVERAGE of ASSIGNMENTS}) * 0.15] + [\text{PROJECT SCORE} * 0.25]$$

Grading

The LETTER GRADE assignment, based on the *OVERALL* score, will be as per the following scheme:

90% and above	A
80% - 89.99%	B
70% - 79.99%	C
60% - 69.99%	D
Less than 60%	F

*There will be **no rounding up** of scaled points; the grades will be determined precisely by the ranges shown above.*

If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If you withdraw and do NOT remove your name from the class rolls, you will receive a failing grade (F) for this course at the end of the semester.

Course Evaluation

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

Course Policies

Attendance Policy

An attendance policy is required for every UNT syllabi. Visit the [University of North Texas' Attendance Policy](http://policy.unt.edu/policy/15-2-) (<http://policy.unt.edu/policy/15-2->) to learn more.

In this course, I will expect you to follow the course proceedings as published in the modules. Your continued participation in discussions, quizzes, and exams will constitute attendance.

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 continue participation in class because you are ill, or unable to attend class due to a related issue regarding COVID-19. It is important that you communicate with me prior to being absent so that I may decide 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) 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 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

Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>.

Class Participation

I encourage you to participate enthusiastically in the Discussion Forum of Canvas. The peers you meet in class — whether physically or remotely — are a subset of students with similar ideas and interests. There is much to be learned from each other's perspectives. You should not waste that opportunity.

Late Work

UNT instructors have the prerogative to accept or not to accept late work. See the *Assignment* section for details on the policy for late submission for assignments and the section labeled *Exams* for related information.

Examination Policy

Exams constitute 60% of the semester grade.

Exams will cover recorded class lectures, lessons, handouts, readings, class exercises, videos, discussions, and guest lectures (if there are any) that we cover in the course till the day of the exam.

I will deliver the exams via *Canvas* and *LockDown browser and LockDown Monitor*. You will need to take the exam on your (personal) laptop or desktop computer.

To take the test, ***you must download the LockDown Browser (Student Edition) browser ahead of time.*** On your personal computer, you can install the LockDown browser by visiting this [web page](https://clear.unt.edu/supported-technologies/respondus-lockdown-browser). (<https://clear.unt.edu/supported-technologies/respondus-lockdown-browser>). Scroll down to the section with the header, "Download LockDown Browser (Student Edition)."

If you do not own a computer, the University may be able to provide you with a laptop; please see the information here:

A limited number of [Windows and Mac laptops are available for checkout \(Links to an external site.\)](https://library.unt.edu/services/laptop-checkout/) (<https://library.unt.edu/services/laptop-checkout/>) in Willis Library between 10 AM to 4 PM for UNT faculty, staff, and students with a UNT ID.

Laptops will be available for checkout for the remainder of the semester on a first-come, first-served basis. If you need a laptop, please email Willis Library at Lib.Support@unt.edu.

Missed Exams: You will be allowed to make up a missed exam only if you have a documented [university-excused absence \(Links to an external site.\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you know in advance that you will miss an exam, you **MUST** contact your instructor *before* the scheduled exam. Make-up exams may not contain the same questions as the regular exam; they may have a completely different format. I will schedule a make-up exam within three days of the original exam date. No more than one alternative timeslot will be offered (depending on what is convenient for the instructor and the teaching assistant). If the student does not take the exam within this alternative time slot, I will not provide any additional make-up exam. The implication of a missed test is a score of zero for that exam.

Assignment Policy

Assignments (which may include Quizzes, Short Essays, and Discussion items) is worth 15% of the semester grade:

There will be multiple assignments. Please endeavor to submit it well before the deadline.

Please note:

- Under no circumstances will an assignment be considered for a grade if you do not submit it through Canvas (or whatever medium I designate in the detailed description of the assignment). **Attempted submissions via an email message, an attachment to an email message, or hard copy will not be entertained at all.**
- You may be able to submit some (but not all) assignments after the original deadline. However, for submissions after the expiration of the deadline (where it is allowed), Canvas will automatically deduct 10% of the grade for each day by which you are late. *This policy is immutable.* Please note that all assignments will close at 11:59 PM, December 2, 2020. There will be no opportunities for late submission after that deadline.
- Please be advised that written (essay-format) submissions of all kinds are liable to be scanned by (or submitted via) **TurnItIn** or other plagiarism detection utilities.

The University is committed to providing a reliable online course system for all users. However, in the event of an unexpected server outage or any unusual technical difficulty which prevents students from completing a time-sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback

My responsibilities as an instructor Include the following:

- helping you grow and learn
- providing clear instructions for projects and assessments
- answering questions about assigned materials
- identifying additional resources as necessary
- providing grading rubrics
- reviewing and updating course content

Syllabus Change Policy

While it is my strong desire to adhere to the syllabus, it may be necessary to make changes to both the contents and timelines published in it, because of exigent circumstances. In such cases, I reserve the right to make any change that I deem fit. If there is a change at any time, I will communicate it to you via an announcement on Canvas.

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the [ODA website \(https://disability.unt.edu/\)](https://disability.unt.edu/).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like

chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention, for additional information.

Acceptable Student Behavior

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

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at my.unt.edu. 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 email [Eagle Connect](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14, and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment, sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex and therefore prohibit sexual misconduct. If 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. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online 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 online or distance education course is a course that is offered principally using television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place, and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

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

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

Use of Student Work

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 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.
3. Instructors who video-record their class lectures with the intention of reusing some or all of the recordings for future class offerings must notify students on the course syllabus if students' images may appear on the video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

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

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Class Recordings & Student Likenesses

Synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. 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 eulDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)
- [How do I use pronouns?](#)
- [How do I share my pronouns?](#)
- [How do I ask for another person's pronouns?](#)
- [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services

- [Registrar](https://registrar.unt.edu/registration) (<https://registrar.unt.edu/registration>)
- [Financial Aid](https://financialaid.unt.edu/) (<https://financialaid.unt.edu/>)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (<https://studentaffairs.unt.edu/student-legal-services>)
- [Career Center](https://studentaffairs.unt.edu/career-center) (<https://studentaffairs.unt.edu/career-center>)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (<https://edo.unt.edu/multicultural-center>)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (<https://studentaffairs.unt.edu/counseling-and-testing-services>)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (<https://edo.unt.edu/pridealliance>)
- [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (<https://deanofstudents.unt.edu/resources/food-pantry>)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (<https://clear.unt.edu/canvas/student-resources>)
- [Academic Success Center](https://success.unt.edu/asc) (<https://success.unt.edu/asc>)
- [UNT Libraries](https://library.unt.edu/) (<https://library.unt.edu/>)
- [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)