

MKTG 3651 – 002

Foundations of Marketing Practice for Non-Business Majors

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Course Description

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

Course Goals

(What you should take away from this course)

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

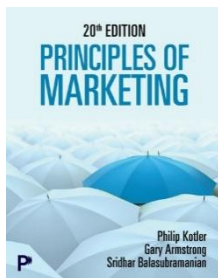
Course Learning Objectives and Competencies

(What you will be expected to do in order to demonstrate mastery)

Expectations for Success in This Course

This course is organized into sequential **modules**; each module contains a unique set of tasks and deadlines. Meeting these expectations keeps you on track, reduces last-minute stress, and help you master the material.

1. **Start Strong** – Earn the mandatory 100% accuracy on the syllabus exam.
2. **Know Your Time Zone** – All deadlines follow Central Time (USA).
3. **Meet Every (Graded Task) Deadline** – Any graded requirement submitted after its due date and time in the Official Course Schedule is late (see Late Policy). All deadlines close at 11:59:00 p.m. Central Time.
4. **Engage Weekly** – Complete requirements each week to stay current, lower stress, and fully absorb the content.
5. **Follow Module Requirements** – Each module contains unique activities **due by that module's deadline**.
6. **Work in Sequence** – Complete all requirements in the current module before accessing the next.
7. **Manage Timed Tests** – All Canvas tests have a time limit and must be completed in one attempt.
8. **Give Your Best Effort** – Each test attempt must reflect your best performance.
9. **Use all Quiz Attempts** – Chapter quizzes allow quiz attempts; the highest score is recorded.



Required Textbook

The following textbook is required:

Principles of Marketing 20th Edition by Philip Kotler. Gary Armstrong, Sridhar Balasubramanian. Published by Pearson (April 2026) © 2027. You can access MyLab through Canvas.

Course Policies

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

Communications: Under all circumstances, accurate and timely communication between the instructor (me) and students (you) is vital. Therefore, please:

- **Check Canvas on a regular basis.** For general communications, I will post announcements to the Course homepage on Canvas.
Use email for all course-related correspondence. Email is the appropriate media to utilize for essential communications between students and instructor in a closed environment. It is possible to forward your Canvas emails to an external email account, which allows you to receive course-related communications without logging into Canvas. Instructions for doing this are provided at the end of this syllabus. If you need to speak with me directly, please email me so that we can schedule an appointment.
- Assignments will be completed and submitted through Pearson MyLab and Canvas. Students should select the Access Pearson link to get access to the e-Text and MyLab content.

Some specific examples of academic integrity violations include cheating; plagiarism; or inappropriate assistance (including but not limited to utilization of AI when not expressly given permission to do so) 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 University of North Texas | January 16, 2024 (v1.0) | pg. 4 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.

Syllabus Change:

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to take note of these changes as announced in class or to be aware of these changes as they are posted in Canvas.

Communications: Since it is a traditional course hence classroom interaction is very important. Accurate and timely communication between the instructor (me) and students (you) is vital. Therefore, please:

- **Check Canvas on a regular basis.** For general communications, I will post announcements to the Course homepage on Canvas.
Use email for all course-related correspondence. Email is the appropriate media to utilize for essential communications between students and instructor in a closed environment. It is possible to forward your Canvas emails to an external email account, which allows you to receive course-related communications without logging into Canvas. (Instructions for doing this are provided at the end of this syllabus.) If you need to speak with me directly, please email me so that we can schedule a phone, video conference, or face-to-face appointment.

Course Timing: Please note the start and finish times of the course activities (*see also Course Structure*) described below. All times listed – and all scheduling in Canvas – are U.S. Central Standard Time.

- **Course:** Once opened, course will remain available throughout the duration of the course, so that students can study the materials at their own pace.
- **Quizzes/Exams:** All quizzes and other material will be available usually on the weekend or a day mutually agreed in the class at the beginning of the course; however, each closes at 11:59 p.m. on the day of the week specified in the Course Schedule. The Final Exam would be in person in class during the final exam week.
- **Assignments and Other Deliverables:** Please refer to Access Pearson Ebook and MyLab for specifics. All deliverables are due by 11:59 p.m. on the date specified in the Course Schedule.

Course Structure

PART 1: DEFINING MARKETING AND THE MARKETING PROCESS

This is a very important part that covers the Marketing fundamentals, how to create customer value, engage customer and provide satisfaction the customer. It also discusses how the company and its marketing strategy builds partnership with customers to create value in order to obtain their engagement in order to develop long-lasting relationships by creating value for their customers.

PART 2: UNDERSTANDING THE MARKETPLACE AND CONSUMER VALUE

This part covers the analysis of existing marketing environment in order to gather the current marketing information and utilize it to gain customer insights. The analysis of consumer markets and consumer/buyer behavior is detrimental in developing an appropriate consumer strategy. Besides the consumer buying behavior it also discusses the analysis of business markets and how do businesses behave in making their buying decisions.

PART 3: DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX

In this section how a customer value-driven marketing strategy is developed for successfully creating value for the target customers is discussed in detail. It also covers the differentiation between products and services and how their brands build customer value.

It also covers the process of new product development and the management product life cycle. A very important aspect of successful product marketing is the understanding of the pricing structure and how product pricing is done to capture the customer value in return, hence it covers the additional considerations of making a successful pricing strategy.

Successful product marketing is dependent upon the thorough knowledge of various marketing channels used to deliver the customer value of the product and service, which is also discussed thoroughly. The channels of retailing and wholesaling are critical in delivering customer value and hence these are also discussed in this section.

The importance of engaging consumers and communicating the company's customer value needs to be delivered through a very strong and effective Integrated Marketing Communications Strategy which is essential in the modern era of fast communication through advertising and public relations. This section also covers this important aspect of IMC including its rules and all the other components of the promotional mix are discussed in this part. It also covers the importance of personal Selling and short term sales promotion to improve the value delivery network.

The relatively newer concept of digital marketing and the use of internet and various social mediums are also incorporated in this part.

PART 4: EXTENDING MARKETING

This part covers how companies create competitive advantage vis a vis their competition. The importance of having a presence in the global marketplace is also an important component of this part. Then the importance of sustainable marketing as well as corporate social responsibility towards the society in general as well as the role of ethics in marketing are also discussed in this part.

Read Chapters. You should read the chapters before attending the lectures, supplementary materials will also be provided to enhance your learning (and application) of the concepts. These include case studies, video files, etc.

- **Case Studies (5%):** Students will complete two case studies in Pearson Revel. There are 5 questions per case study so please read carefully. These case studies are designed to provide real world marketing situations where students can apply concepts from class. Across the case studies you can obtain a small but still meaningful **5%** of your overall grade.
- **Student Perception of Teaching Student Perception of Teaching (SPOT 2%):** It is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class. 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/>) or email spot@unt.edu. If 90% of the class completes the anonymous survey, the entire class will be awarded **2%** of the course points (2 points) as a reward. **Please keep in mind** that considerable time and energy has gone into the development and administration of this course.
- **Attendance (3%):** Attendance is required and will be monitored through a combination of in-class participation and in-class submissions. There will be a penalty of half (0.5) point assessed against your final grade for each class missed after the first two (2) unexcused absences and a penalty of one (1) point after four (4) absences. If you expect to be absent for an extended period, please let me know as soon as possible. It is the responsibility of the student to inform me about

their absences. Visit the University of North Texas' Attendance Policy for additional information. If you have a 100% attendance record in this course you will score **3%** additional marks.

- **Chapter quizzes (20%):** Each chapter has chapter quizzes. These quizzes make up the largest proportion of your overall grade so it's very important to complete each chapter quiz. These quizzes aim to evaluate your mastery of the chapter's content. The quizzes contribute **20%** of your overall grade. Quizzes close at 11:59 p.m. on the dates specified on CANVAS.
- **Class Participation (15%):** Students are expected to be prepared by reading the appropriate materials prior to class so that they can participate in group discussions and other works assigned in the class. In organizations where more work is done in teams, an important part of a person's contribution is the way he or she participates in meetings. The percentage of the grade assigned to class participation is partially designed to encourage you to enhance and test your abilities in this area. Participation concerns both quality and quantity. Unless required per an official UNT disability accommodation request, photo, video, or audio recordings of any kind is strictly prohibited in the classroom. All students are encouraged to participate in the class discussions and case studies. Active listening and meaningful interaction in the class throughout the term can easily help you obtain up to **15%** marks of your overall grade. Therefore it is imperative to be present in the class and participate in the class happenings. Rubrics will be available/posted which will be followed.
- **Group Project (20%):** You are required to form groups of 4 to 5 students to work on the group project. Students should form their groups by the end of second week. I will be available to help form the groups in case you are unable to form the groups after the second week. Each group should select/elect a group leader (GL) to help in the coordination and cohesion of the group members. Group leaders should let me have the names of their group members.
Your assignment is to select a real product/brand and make a marketing plan. Every group must take a different brand, so final brand approval from me is necessary. Feel free to pick a service (e.g., non-profit or for-profit) or product (e.g., consumer, technology, etc.) brand. You can choose a brand that you think is currently very strong, one that you think might be currently be underperforming, or one that triggers your interest.
The goal of the marketing plan is to assess the ways to improve and/or leverage that for improving its awareness and sales. Each team's report must include a SWOT, strategy, (comprehensive summary of the existing marketing and branding program) and product exploratory (the result of empirical research), followed by recommendations for marketing strategy and implementation.
Progress Report Team work: Each team will be required to submit a detailed outline reflecting upon the structure of the final report and class presentation. This outline should contain summary of the argument you are presenting in the bullet form. Reports will vary in length depending upon each group's description of their project. This report will be a part of your final project grade.
Final Team Project presentations will be conducted during the class days designated for the presentation prior to the Final exams. Students must attend all presentations. The groups also need to submit the proposals on time. One point per day will be deducted if the progress report is not submitted on time.
Final Presentations will be held on the designated class before the final week. Every student of the group is required to give their part of the presentation. A total of **10%** marks are allocated for the group project for each member of the group who also makes a presentation.

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Note: The written report should be a minimum of 8 pages and a maximum of 12 pages, double-spaced, Times Roman, 12 font. Rubric will be posted which has to be followed.

- **Final exam (30%):** At the end of the semester, students will also complete a comprehensive final assessment to test their mastery of the principles of the course and their mastery of the course objectives, which is **30%** of your overall grade. It will be a combination of open questions and mcqs. Rubric will be posted which has to be followed. It will be an in class in person exam.

IN-CLASS ACTIVITIES

A study of marketing requires an understanding of the self as a consumer. This not only makes you a better consumer, but it also makes you a better student of marketing. Most weeks there will be an in-class activity that will be completed in small groups during class. If you are absent, you will be responsible for making up the assignment – on your own – within one week of the original due date. Each group member is expected to participate to their level of comfort but must be “present” during the work. This means each group member must be engaged with the assignments while avoiding distractions and taking care of personal matters. To be successful with the in-class assignments, you need to properly and clearly apply the concepts, make a compelling presentation, and generally make individual and group efforts to put together a high-quality assignment. I do reserve the right to deduct points if it appears effort was not made, concepts were missed/ignored, the presentation is not up to standard, and/or a student is disengaged with their group.

Research Experience Program

unt-cob.sona-systems.com

cob.unt.edu/research/research-experience-program

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process. Your participation in these research studies will make up **5%** of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the format and duration of the study.

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the **5%** course requirement, you must earn a total of **5 REP credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.

- To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the REP Admin Team via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.
- Visit cob.unt.edu/research/research-experience-program for detailed sign-up instructions and more information.

Important Deadlines!

November 27th, 5:00 PM – Last day to participate in SONA for Spring semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **December 4th**, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: **3651.002** (Make sure you enter this class correctly!)
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to December 4th to adjust these credits!

If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email RCoBRep@unt.edu and they will assign you an article to critique. Critiques are due on or before November 27th. Article critiques will not be available until the last week before April 24th. Please note that study participation will require less of your time than article critiques.

COURSE FORMAT

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), and in class activities (to encourage you to learn from one another). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

READING ASSIGNMENTS/CLASS NOTES:

You are expected to come to class prepared. I strongly encourage you to print the PowerPoint slides posted on Canvas (<https://unt.instructure.com>) and bring them with you to class. The slides will be posted no later than 9:00 PM the evening before each class. The PowerPoint slides are designed to aid your note-taking. As such, they do not contain all the information presented in class and are not a substitute for attending class and taking complete notes.

EXAMS

The exams are designed to test your understanding of the basic terminology as well as your depth of understanding of important concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics discussed in class. The exams are **not** cumulative.

Guidelines for Professional Communication. Students are expected to treat any digital communications in the Course—including emails—as professional communication. Thus, it is expected that such communications:

- Will be written in complete sentences and utilize proper punctuation, spelling, grammar, capitalization, usage, etc.
- Words will be spelled out completely (i.e., no jargon/text messaging short-hand)
- Will not be written in all capital letters.
- Email messages should come from appropriate (i.e., not be from addresses such as hotmama@gmail.com) accounts, and it is suggested that students utilize their UNT email addresses. Due to the threat of viruses, etc., emails from questionable accounts will be deleted without being read.
- Emails should include a specific subject line.

All communications should be courteous and respectful (see **Code of Conduct** below).

Course Code of Conduct

Students are expected to adhere to the following Codes of Conduct:

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 so we will work as a class to collaborate in ways that encourage inclusivity.

Respect other users. Be polite, open, and respectful in your online communications. Any abusive, offensive or inflammatory posts, or any comments that personally attack any individual will not be tolerated, will be removed, and additional actions might be taken, including your removal from the Course and the seeking of further disciplinary action, as needed.

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

Student Evaluation:

GRADING ITEM	% OF GRADE
SONA Credits	5%
Chapter Quizzes	20%
Case Studies	5%
Class Participation	15%
SPOT Evaluation	2%
100% Attendance	3%
Final Term Project	20%
Final Exam	30%
TOTAL	100%

GRADING SCALE
A = 90% – 100%
B = 80% – 89%
C = 70% - 79%
D = 60% - 69%
F = below 59%

A Final Note on Grading: All final grades are just that – FINAL. Any and all grade discrepancies should be raised prior to the end of the semester. Do not wait until the final grades have been posted to contact me. If you need help, or cannot complete work because of a personal difficulty, please contact me immediately so that your needs can be accommodated.

Course Schedule

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

DATE	ACTIVITY	DUE
	PART 1: DEFINING MARKETING AND THE MARKETING PROCESS	
August 17 - 22	INTRODUCTION Chapter 1: Marketing: Creating Customer Value and Engagement	READ
August 24 - 28	Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	READ
	PART 2: UNDERSTANDING THE MARKETPLACE AND CONSUMER VALUE	
Aug. 31 – Sep. 4	Chapter 3: Analyzing the Marketing Environment.	READ/QUIZ
September 7 - 11	Chapter 4: Managing Marketing Information to Gain Customer Insights. Chapter 5: Consumer Markets and Buyer Behavior.	READ/CASE STUDY
September 14 - 18	Chapter 6: Business Markets and Business Buyer Behavior Chapter 7: Customer Value-Driven Marketing Strategy: Creating Value for Target Customers.	READ/GROUP FORMATION/QUIZ
	PART 3: DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX	
September 21 - 25	Chapter 8: Products, Services, and Brands: Building Customer Value.	READ/PROPOSAL BY 11.59 PM
September 28 – October 2	Chapter 9: Developing New Products and Managing the Product Life Cycle. Chapter 10: Pricing: Understanding and Capturing Customer Value.	READ/QUIZ
October 5 - 9	Chapter 11: Pricing Strategies: Additional Considerations.	READ/CASE STUDY
October 12 - 16	Chapter 12: Marketing Channels: Delivering Customer Value.	READ/QUIZ
October 19 - 23	Chapter 13: Retailing and Wholesaling. Chapter 14: Engaging Consumers and Communicating Customer Value: Integrated Marketing Communications Strategy.	READ/CASE STUDY
October 26 - 30	Chapter 15: Advertising and Public Relations. Chapter 16: Personal Selling and Sales Promotion.	READ/QUIZ
	PART 4: EXTENDING MARKETING	
November 2 - 6	Chapter 17: Digital Marketing. Chapter 18: Creating Competitive Advantage.	READ/CASE STUDY
November 9 - 13	Chapter 19: The Global Marketplace	READ/QUIZ
November 16 - 20	Chapter 20: Sustainable Marketing: Social Responsibility and Ethics.	READ/PROJECT SUBMISSION
Nov. 23 - 29	THANKSGIVING BREAK	NO CLASS
Nov. 30 – Dec. 4	FINAL PROJECT PRESENTATION	
December 7 - 11	FINAL EXAM	

Grading criteria for examination, written reports, summary of articles, and final group projects

Grade A [89-100%]

- Excellent level of understanding of the chosen area/work/concepts.
- Excellent analysis of the problem/case/concepts.

- Excellent and well-thought-out discussion commensurate with the level of the class.
- Excellent explanation of rationale, conclusion, and/or proposed solution.
- No major errors of principle or interpretation.
- Overall, a well-argued and well-thought-out response to the assignment.
- Good quality written presentation and neat work.
- Clearly written style, with a consistently high degree of effective communication.
- Evidence of diligence in tackling the assignment.

Grade B [79-88%]

- Sound understanding of the problem/assignment.
- Sound use of critical analysis.
- Some minor errors of interpretation and/or fact.
- Some "fog" or "woolly" analysis, but only to a minor extent.
- A well-written presentation, but some parts are weaker.
- Variable standard in written style, with some inconsistency in effective communication.

Grade C [69-78%]

- Adequate understanding of the problem/assignment.
- Analysis is rather basic, with a tendency to be uncritical and too descriptive.
- Thinking and argument show "a good deal of fog" with a rather muddled approach. Overall, adequate conclusions, but the work requires major revisions before being accepted.
- Work needs further revision and correction.

Grade D [59-68%]

- The work demonstrates a basic understanding of the problem/assignment.
- Very basic written communication, and at times lacks coherence.
- Very basic to poor written presentation.
- Overall, the work can be described as weak.
- Oral presentation.