**Foundations of Marketing Practice**

**for Non-Business Majors**

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| **Course**MKTG 3651.501SyllabusFall 2022 | **Instructor**Matthew StormMatthew.Storm@unt.edu(m) 201-679-5101Office Hours: 4:50-5:30 Hall Park B | **Class Time & Location**Wednesdays 2:00 pm-4:50 pmJuly 11 – August 11, 2022FRHB 137(Hall Park B)2811 Internet BlvdFrisco, TX |
| **Summary** 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 Objectives*** Describe the scope of marketing and its role within in the firm and society.
* Articulate the scope of tasks, responsibilities and challenges that marketing managers face in
* the complex and competitive global business environments that currently prevail.
* Identify basic marketing terminology and concepts.
* Examine the marketing function as a basic and indispensable driver of all business success.
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This is a face-to-face course that meets on the UNT campus in Frisco. Attendance is a portion of your grade (see below). Exceptions are based on the university guidelines listed.

**Office Hours & Communication**

I will hold office Hours after class until 5:30 pm on Wednesdays. Virtual sessions are available upon request. I enjoy communicating with my students outside the classroom and an email to my UNT email address is the quickest way to communicate with me. Please double-check your written communications for proper grammar, spelling, and punctuation before being submitted. You should send emails to me that meet the same standards you would use with a future employer.

**Course Materials**

Strutton, D. & Thompson, K. (2022). *The skinny: Marketing from scratch*. Dubuque, IA: Kendall Hunt Publishing. ISBN: 9781792473395 (Print) or 9781792491962 (eBook).

See Textbook Purchase Instructions later in the syllabus.

**Course Requirements**

**Exams** (35%)
The course has two (2) major required exams: a midterm and a final. The midterm and final are both timed.

**Quizzes** (30%)

The course has fourteen (14) module assessments (one for each module/topic). Each assessment is worth 50 points.

Questions for the exams and quizzes will be based on material covered in class from the book, slides and videos, including exercises. Any student who misses an exam or quiz without a legitimate excuse is unable to receive credit.

**Class Participation** (35%)

The course has two group discussion assignments. Students will be placed into small groups and asked to complete a task. Each question presented must be answered with a **complete paragraph** using **proper grammar** and **spelling**. All papers must be **double-spaced** and **use a twelve-point** (12pt.) **Times New Roman font**. Each paper must also have a **header** that includes **each student’s name**, the **assignment name** (e.g., Group Assignment Module 1), **course information** (MKTG 3651) and **term information** (e.g., Fall 2022). One individual from the group must submit the assignment for the entire group via Canvas. Team member contributions to group work will be assessed via anonymous group member evaluations. These evaluations will be used along with the overall group grade to determine the student’s final grade on the assignment.

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| **ASSIGNMENT** | **QUANTITY** | **POINTS** | **PERCENTAGE OF FINAL GRADE** |
| Exams | 2 | 815 | 35% |
| Quizzes | 14 | 700 | 30% |
| Group Discussion Assignments | 2 | 815 | 35% |
| Total | 18 | 2330 | 100% |

**Grading**

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 0-59

**Attendance Policy**

Attendance is expected and will be monitored using your weekly assignments. 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 <https://policy.unt.edu/policy/06-039> to learn more.

Students are expected 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.

**Late Work**

Late work will not be accepted. Assignments coordinate with class discourse. Not having work ready on time would be a detriment to your ability to participate in class. Assignments are due in Canvas on time (or early), even if you will have an excused absence. Make arrangements with your instructor in advance.

**Class Participation**

Students are expected to be prepared by reading the appropriate materials 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.

**Submission Guidelines**

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 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.

**Syllabus Change Policy**

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

**Textbook Purchase Instructions**

**To purchase the 3rd edition of** *The Skinny: Marketing, from Scratch* **visit:** <https://he.kendallhunt.com/product/marketing-scratch-inside-skinny>

Upon completion of your order, you will receive an email with an access code to the online publication.

**Textbook Registration Instructions**

* Step 1: Enter your access code into the First Time User (with access code) prompt box.
* Step 2: Choose your institution and publication from the Institution and Online Publication dropdown menus. Most often, your institution ad publication will automatically populate. Select “Next”.
* Step 3: If your institution hosts multiple sections of your publication, you will need to select the section you are enrolled in. This is a vital step in the registration process, as any grades or scores you obtain will be tied to the section that you select. If there is only one section at your institution, this step will be skipped.
* Step 4: You will now create your user account by filling out the appropriate information. Take special care to enter a valid email address, as it will serve as your username throughout the semester. Click ‘Next’ to complete the form. Items with an orange asterisk are required.
* Step 5: Your registration is now complete! Click on the “Login to WebCOM” button (https://www.khpcontent.com) and log into your publication with the username and password you created during Step 4. This is how you will access your publication for the rest of the semester.

**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 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 utilizes cruel and derogatory language on the basis of 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> ) for more information.

**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 elements of the syllabus must change, you will be given advance notice by email and on Canvas.

You have an ethical and legal responsibility to authenticate ALL information you submit for grading.  Review the UNT ethical requirements. You must properly cite sources in the body of your submissions and must provide an appropriate list titled References as the last page of your submissions. Use MLA citation for academic content submissions. Follow Associated Press (AP) guidelines for any media content you write and submit. [Citation Basics - Citations & Style Guide - Guides at University of North  Texas (unt.edu)](https://guides.library.unt.edu/citations-style-guides/basics) WARNING: Any academic dishonesty, including using undocumented material from ANY  other source, can result in a failing grade for the course.

**Navigating Canvas**

Most of you have already gained a familiarity with Canvas (www.canvas.unt). If you encounter any issues with Canvas, PLEASE CONTACT THE CANVAS STUDENT HELP DESK. As a reminder, all content areas are located on the left “Navigation Pane” of the Canvas course website. In this course, there are several major content areas on the Canvas platform:

* Announcements –I will post announcements on Canvas as appropriate throughout the semester.  You are responsible for any information and/or instructions provided in these Announcements.
* Syllabus – This is a .pdf version of the Course Syllabus and Course Calendar.
* Assignments – You will find information on all assignments in this area. Assignments are due to be submitted on Canvas by noon on the day of class.
* Grades – You can check your grades 24/7 on Canvas. All graded assignments will be posted to Canvas. Please do not send emails requesting grades. Final letter grades are available on my.unt.edu ONLY.

**Classroom Behavior**

This is a course in a business-related discipline, therefore forms of expression that are proper in business situations are encouraged. Always be professional, courteous, and open-minded, regardless of how controversial a topic may be. To ensure that we create a positive learning environment, please:

* Turn off your mobile phones during class.
* Refrain from engaging in personal conversations with those around you during class (unless it is part of assigned course activities).

**Absences**

Attendance is mandatory in face-to-face classes. Still, I understand that life happens, and have experienced many disruptions in my life, too. Please adhere to these guidelines regarding absences.

* University Closures: 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 if the university has notified staff, students, and faculty of said closures.
* Planned Absences: If you know in advance you will need to miss a class for a monumental personal commitment, you will need to notify me in advance to confirm if it will be an excused absence.  University-sanctioned activities will always be considered excused absences, but you still must notify me in advance of the anticipated absence. In all instances of absence, it is your responsibility to ensure any assignments due during the missed classes are made up in a satisfactory manner to the instructor.
* Unplanned Absences: Sometimes unexpected events happen that are beyond our control. If you miss a class unexpectedly due to an event listed below, please provide proper documentation as soon as practical without neglecting any responsibilities you may first have to family or officials involved.

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

* 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.
* Illness, injury, or medical care of a dependent family member (this includes unborn children for pregnant students).
* Participation in legal proceedings or administrative procedures that require a student’s presence.
* Religious holy days.
* 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.
* Required participation in military duties or civilian emergency (paramedic, volunteer fire dept., etc.) duties.
* Automobile accidents or serious traffic delays which you are involved in.
* If you miss a class without advance permission or if you fail to supply appropriate documentation for an unplanned absence, then you will be docked participation points and any late assignments will be given a zero.
* UNT Commitment

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 online. As a student, you are also expected to be familiar with the Student Academic Integrity Policy.

**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 during 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 a 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.

**Americans with Disabilities Act**

The G. Brint Ryan College of Business and all institutions in the University of North Texas System comply with ADA (https://www.ada.gov/ada\_intro.htm) law. We make every effort to make reasonable accommodations for qualified students with disabilities. If you have a special need in accordance with ADA guidelines, please contact and register with the Office of Disability Accommodations (https://disability.unt.edu/). I will make every effort to accommodate your needs in counsel with the expert guidance of our ODA support team.

**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 later in the semester 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" (noreply@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.

**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 the interior hallway and restrooms in the building*

*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 on or more members of your department or unit to let them know you are safe and inform them of your whereabouts. All building occupants should immediately evacuate the building and proceed to the parking garage across Internet Blvd.*