# MKTG 3651-007 Foundations of Marketing Practice for Non-Business Majors, Fall 2023

## Instructor Contact

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**Communication Expectations:** Students can contact the instructor and/or TA via email at the address(es) provided. Please be polite, professional and detailed. Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students will occur via the UNT email system. I strongly advise checking your UNT email daily.

## 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

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 Structure

This is an asynchronous course and will not have mandatory, scheduled class times. The course modules/weeks will run from Monday to Sunday. Most, but not all, quizzes and assignments for the module/week will be **due** by **Sunday at 11:59PM**. Please refer to the course schedule here in the syllabus for the actual start and end dates for each module/week.

## Course Prerequisites or Other Restrictions

For non-business majors only

## Course Objectives

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

1. Describe the scope of marketing and its role within in 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.

## Materials

Strutton, D. & Thompson, K. (2022). *The skinny: Marketing from scratch*. Dubuque, IA: Kendall Hunt Publishing. ISBN: 9781792473395 (Print) or 9781792491962 (eBook). The KHP Content Code is required for the course.

## Teaching Philosophy

It is my desire as an educator to help students meet their fullest potential. In my opinion, this is done by providing access to information rather than acting as the primary source of information. The students' search for knowledge is met as they learn to find answers to their questions. For students to construct knowledge, they need the opportunity to discover for themselves and apply skills in authentic situations. Providing students access to activities and allowing adequate time to utilize materials that reinforce the lesson being studied creates an opportunity for individual discovery and construction of knowledge to occur.

## Course Technology & Skills

### Minimum Technology Requirements
- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: https://outlook.office.com/
- Google Docs: https://docs.google.com/
- Zoom App: https://zoom.us/
- Adobe Reader: https://get.adobe.com/reader/
- Computer with an Internet connection
- Web-camera and/or ability to videoconference and record videos
- Web Browser such as:

- Google Chrome: https://www.google.com/chrome/
- Mozilla Firefox: https://www.mozilla.org/en-US/firefox/new/

## Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics programs

## 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.

**UNT Help Desk**: UIT Student Help Desk site (http://www.unt.edu/helpdesk/index.htm)
**Email**: 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
**Laptop Checkout**: 8am-7pm

For additional support, visit Canvas Technical Help (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.
- 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.

- 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.

## Course Requirements

**Exams** (30%)

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

**Quizzes** (20%)

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.

**Assignments** (25%)

Assignments will consist of a combination of knowledge checks and video reviews.

**Class Participation** (25%)

The course has several 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 4120) and **term information** (e.g., Spring 2021). 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.

Research Participation

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 and learn about methods and scaling techniques. Your participation in these research studies will make up **10%** of your final class grade.

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 length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

| Online Studies | In-Person Lab Studies (Behavioral Lab - BLB 279) |
|---|---|
| ➢ <15 minute studies = 1 credit | ➢ <15 minute studies = 3 credit |
| ➢ 15-30 minute studies = 2 credits | ➢ 15-30 minute studies = 4 credits |
| ➢ >30 minute studies = 3 credits | ➢ >30 minute studies = 5 credits |

To fulfill the 10% course requirement, you must earn a total of **10 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 SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

**Please Note**:

1) Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about newly posted studies.

2) Make sure you assign your credits to the correct course. This course is: MKTG 3651-007.

3) 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.

**Deadlines for Participation**

Last day to participate in SONA for Fall semester: **April 28th, 5:00 PM**.

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

| Assignment | Percentage of Final Grade |
|---|---|
| Exams | 30% |
| Quizzes | 20% |
| Assignments | 25% |
| Class Participation | 25% |
| Total | 100% |

## Grading

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

## 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

### Assignment Policy

Most, but not all, quizzes and assignments for the module/week will be **due** by **Sunday at 11:59PM**. All written assignments should be submitted as a .doc or .pdf file. Please refer to the course schedule for the actual start and end dates for each module/week.

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 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.

### Examination Policy

For those students who have a legitimate, documented excuse for missing an exam or quiz, a make-up attempt will be offered. If you lose your Internet connection during an exam, please be sure to contact

me immediately. If you have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

## Instructor Responsibilities and Feedback

- My responsibilities in the course are: (1) helping students grow and learn, (2) providing clear instructions for projects and assessments, (3) answering questions about assignments, (4) identifying additional resources as necessary, (5) providing grading rubrics, and (6) reviewing and updating course content, etc.
- You will be evaluated through classroom discussion, presentations, papers, quizzes, and exams. The average email response time is 24-48hrs. Most assignments will be graded within a week of their submission.

## Late Work

All work must be completed as scheduled. Late assignments will not be accepted and will result in a grade of 0 unless special arrangements are made with the instructor. Students who anticipate any difficulties in this class due to personal circumstances should discuss these matters in advance with the instructor.

## 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 (http://policy.unt.edu/policy/15-2-) 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.

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 Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

## 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 [webcam and microphone – faculty member to include what other basic equipment is needed] to participate in fully remote portions of the

class.  Additional required classroom materials for remote learning include: [list specific software, supplies, equipment or system requirements needed for the course].  Information on how to be successful in a remote learning environment can be found at https://online.unt.edu/learn

## 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.

## 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.

# UNT Policies

## Academic Integrity Policy

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

### 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/).

### 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) 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 e-mail Eagle Connect (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/) or email 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 or by calling the Dean of Students Office at 940-565-2648.

## 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/). 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) 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).

## 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.

3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on 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 on 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)
- Counseling and Testing Services (https://studentaffairs.unt.edu/counseling-and-testing-services)
- UNT Care Team (https://studentaffairs.unt.edu/care)
- UNT Psychiatric Services (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- 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.*

### *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/)

## Tentative Course Schedule

**Week 1**     <u>Aug. 22 - 23</u>

Module 1 Marketing Fundamentals

Module 1 Assessment

**Week 2**     <u>Aug. 29 - 30</u>

Module 3 Strategic Planning

Group Assignment Module 1

Module 3 Assessment

**Week 3**     Sept. 5 - 6

Module 2 Marketing Planning

Knowledge Check

Module 2 Assessment

**Week 4**     <u>Sept. 12 - 13</u>

Module 5 The Marketing Environment

Group Assignment Module 4

Module 5 Assessment

**Week 5**     <u>Sept. 19 - 20</u>

Module 6 Marketing Research

Knowledge Check

Module 6 Assessment

**Week 6**     <u>Sept. 26 - 27</u>

Module 7 Consumer Behavior

Video Review

Module 7 Assessment

**Week 7**     Oct. 3 - 4

Module 4 Segmentation, Targeting, Positioning

Group Assignment Module 7

Module 4 Assessment


**Week 8**     Oct. 10 - 11

Module 9 Products, Services, and Product Life Cycles

Module 9 Assessment

Midterm Exam


**Week 9**     Oct. 17 - 18

Module 10 New Product Development

Group Assignment Module 9

Module 10 Assessment


**Week 10**     Oct. 24 - 25

Module 11 Branding

Video Review

Module 11 Assessment


**Week 11**     Oct. 31, Nov. 1

Module 12 Supply Chain Management

Knowledge Check

Module 12 Assessment


**Week 12**     Nov. 7 - 8

Module 13 Pricing

Module 13 Assessment

**Week 13**      Nov. 14 - 15

Module 14 Marketing Communication

Knowledge Check

Module 134 Assessment


**Week 14**      Nov. 28 - 29

Module 8 Ethics & Social Responsibility

Module 8 Assessment


**Week 15**      Dec. 5 - 6

Pre-finals Days

Reading Day


**Week 16**      Dec. 12 - 13

Final Exam

## Deviation

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 the learning management system.

## Other Course Policies

### Netiquette

Students are expected to be respectful of peers' opinions expressed in the discussion postings. Written text can easily be misinterpreted, so if you feel particularly strong about a point, it may be best to write it out first as a draft and then review it before posting it.  Also remember to read your messages aloud for clarity before hitting the send/submit button and to avoid the excessive use of exclamation points.

### Email Requirement

Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students will occur via the UNT email system. I strongly advise checking your UNT email daily.

### Incomplete Grade

An Incomplete Grade ("I") is a non-punitive grade given only during the last one-fourth of a term/semester and only if a student (1) is passing the course and (2) has a justifiable and documented reason, beyond the control of the student (such as serious illness or military service), for not completing the work on schedule. The student must arrange with the instructor to finish the course at a later date by completing specific requirements. These requirements must be listed on a Request for Grade of Incomplete form signed by the instructor, student, and department chair; and also entered on the grade roster by the instructor. Grades of "I" assigned to an undergraduate course at the end of the Fall 2007 semester and later, will default to "F" unless the instructor has designated a different automatic grade.

A student may remove a grade of "I" within one year by completing the stipulated work.  After completion of the stipulated work the instructor of record records the final grade on a UNT Grade Change Form and obtains the department chair's signature. The instructor's academic dean completes processing with the Registrar's Office, where the grade point average is adjusted accordingly. For undergraduate courses taken Fall 2007 or later, if a student does not complete the stipulated work within the time specified, the grade will default to F unless the instructor has designated a different automatic grade. The GPA is adjusted accordingly, and the student will be subject to academic penalty should any exist.

Dear Student,

## To purchase the 3rd edition of
*The Skinny: Marketing, from Scratch* **visit:**

## https://he.kendallhunt.com/Marketingscratchfacts

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

### What is an access code?
The access code is a 20-digit number located on the inside front cover of your print textbook or access card.

XXXXX-XXXXX-XXXXX-XXXXX

### Where should you go to register my code and access my publication?
https://www.grtep.com/

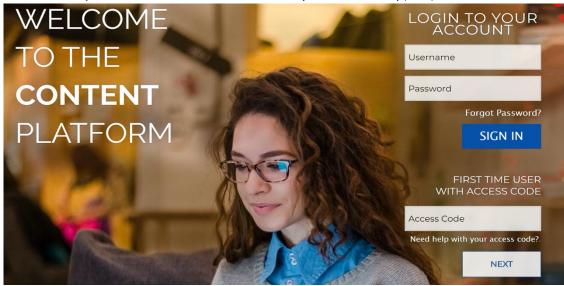First Time User (with access code)

Access Code    xxxxx-xxxxx-xxxxx-xxxxx

**Help is available by emailing:**
websupport@greatriverlearning.com

**Use the following instructions to complete your online registration.**

**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 and publication will automatically populate. Select "**Next**".
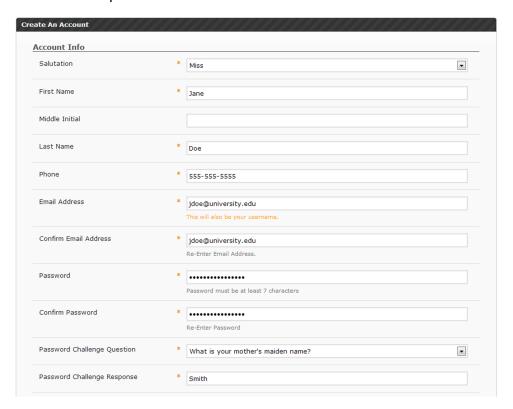
Register your unique, one-time-use access code on the publication login page:
https://www.khpcontent.com

**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.

**Choose Your Section**

**Sections**

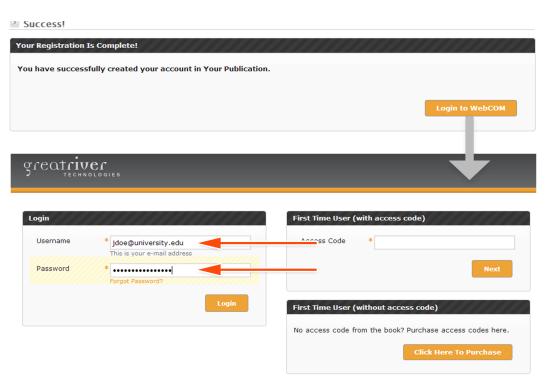| Section | Instructor |
|---|---|
| ○ Your University_year_Section 001 | |
| ○ Your University_year_Section 002 | |
| ● Your University_year_Section 003 | |
| ○ Your University_year_Section 004 | |

**Next**

**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.

**Create An Account**

**Account Info**

| | | |
|---|---|---|
| Salutation | * | Miss |
| First Name | * | Jane |
| Middle Initial | | |
| Last Name | * | Doe |
| Phone | * | 555-555-5555 |
| Email Address | * | jdoe@university.edu |
| | | This will also be your username. |
| Confirm Email Address | * | jdoe@university.edu |
| | | Re-Enter Email Address. |
| Password | * | •••••••••••••••• |
| | | Password must be at least 7 characters |
| Confirm Password | * | •••••••••••••••• |
| | | Re-Enter Password |
| Password Challenge Question | * | What is your mother's maiden name? |
| Password Challenge Response | * | Smith |

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.

## Textbook Purchase Instructions

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