University of North Texas

G. Brint Ryan College of Business

Foundations of Marketing Practice for Non-Business Majors

MRKT-3651-3

Spring 2024 Section 3 (January 15th, 2024 to May 10th, 2024)

Last Modified 01/05/24

Contact Information

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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 there are no prerequisites

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.** For Print Editions It is located on the inside cover of the text. For Digital Editions you will need to request a code from Kendal Hunt.

See below for instructions on how to order your book and register with KHP.

Additional Materials for Learning
- Computer
- Internet access (broadband recommended)
- Canvas recommended browsers
- Microsoft Word

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:

Course Assignments & Exams

Assigned Readings

Each week the student will gain knowledge from reading a module from the text.

Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in the Course Overview.

Research SONA Requirement

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..

Mini-Start Up Venture

The student will be required to create a business concept and development project. The specific requirements, point weightings, grading rubrics, and due dates are listed in Canvas.

Quizzes (13)

Each quiz will cover the Learn material for the assigned module. Each quiz will be open-book/open-notes, contain a varying number of multiple answer and true/false questions and have time limits. Quizzes will be focused on a brief, informal evaluation of knowledge.

Mid-Term Exam

A Mid-Term exam will be administered at the mid-way point of the course. The Mid-Term will be open-book/open-notes and contain a varying number of multiple answer and true/false questions and have a time limit. The Mid-Term will cover material from the first eight modules.

Final Exam

A Final exam will be administered at the end of the semester during the appointed time assigned by the university. The Final Exam will be open-book/open-notes and contain a varying number of multiple answer and true/false questions and have a time limit. The Final Exam will cover material from all the modules studied over the course of the semester.

Course Grading

Course Requirements Checklist	10
Class Attendance & Participation	40
Business Concept Project	200
Research SONA Requirement	100
Quizzes (14 @25pts)	350
Mid-Term Exam (50 questions)	100
Final Exam (100 questions)	200
TOTAL	**1000**

Grading   A = 90-100   B = 80-89   C = 70-79   D = 60-69

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.

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 Spring semester: May 3rd**, 5:00 PM**. Thanks in

advance for your participation! Have a great semester!

Course Evaluation

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

Course Policies

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.

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

Students are expected to attend class meetings regularly. Attendance will be taken each class period and is a part of your overall grade. 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.

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.

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

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/).

Course Schedule

January 15th - 19th	Module 1 - Marketing Fundamentals Module 1 Quiz
January 22nd - 26th	Module 2 - Market Level Planning Module 2 Quiz
January 29th - February 2nd	Module 3 - Strategic Level Planning Module 3 Quiz
February 5th - 9th	Module 4 - Segmentation, Targeting & Positioning Module 4 Quiz
February 12th - 16th	Module 5 - The Environment Module 5 Quiz
February 19th - 23rd	Module 6 - Research Module 6 Quiz
February 26th - March 1st	Module 7 - Consumer Behavior Module 7 Quiz
March 4th - 8th	Module 8 - Ethics & Social Responsibility Mid-Term Exam
March 9th - 17th	Spring Break Enjoy!
March 18th - 22nd	Module 9 - Managing Products, Services & The Product Life Cycle Module 9 Quiz
March 25th - 29th	Module 10 - Managing New Product Development Module 10 Quiz
April 1st - 5th	Module 11 - Managing Brands & Branding Module 11 Quiz
April 8th - 12th	Module 12 - Managing Supply Chain & Logistics Module 12 Quiz
April 15th - 19th	Module 13 - Core Pricing Strategies Module 13 Quiz
April 22nd - 26th	Module 14 - Managing Marketing Communication Module 14 Quiz
April 29th - May 3rd	Final Exam Review Last Week for SONA Research
May 6th - 10th	Final Exam

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/

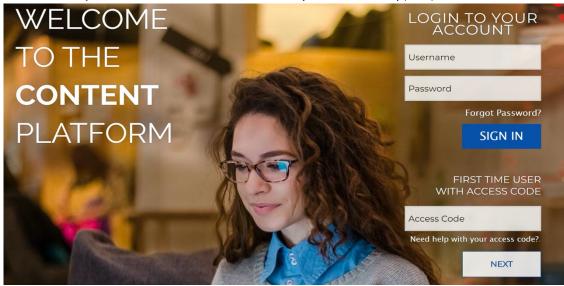First Time User (with access code)

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.

WELCOME TO THE **CONTENT** PLATFORM

LOGIN TO YOUR ACCOUNT

Username

Password

Forgot Password?

SIGN IN

FIRST TIME USER WITH ACCESS CODE

Access Code

Need help with your access code?

NEXT

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**".

Choose Your Online Publication

Choose Your Online Publication

Institution   * Your Publication

Online Publication   * Your Institution

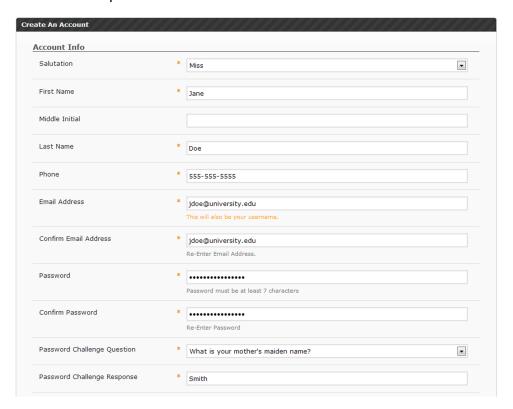Fields marked with an asterisk (*) are required.

Next

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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.
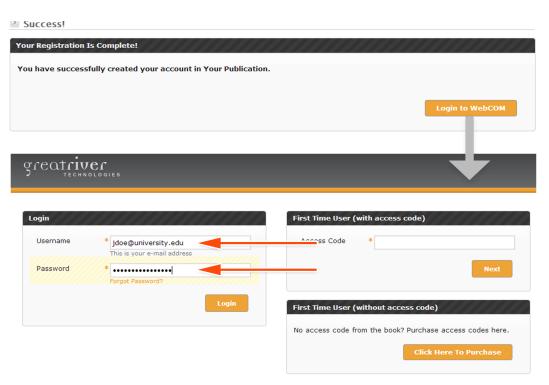
STEP 4   You will now create your user account by filling out the appropriate information. Take special care to enter a **valid email address**, as it will serve as your username throughout the semester. Click **'Next'** to complete the form. Items with an orange asterisk are required.

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.

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