

MKTG 3650.501

Marketing Foundations
Dr. Majed Yaghi
Clinical Associate Professor

Fall 2025

Tues. 6:30 – 9:20 pm (FRLD 260)

Instructor: Dr. Majed Yaghi



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Office/Students' Hours - BLB 399 B

T/TH: 11:00 am - 1:00 pm

Course Introduction

This course introduces you to modern marketing and practices. Key topics addressed in this course include the 4Ps of marketing, identifying market opportunities, strategic planning, pricing, channels, and other topics.

Primary emphasis in this course is on identifying market opportunities and the planning and execution of the marketing mix activities required to target such opportunities. Marketing mix topics include managing products, price setting, managing supply chain and distribution, and managing IMC.

Learning Outcomes

After completing this course, you should be able:

1. Explain what marketing is and its role in business.
2. Articulate key marketing concepts such as the Marketing Mix, SWOT, and segmentation.
3. Apply marketing strategies (Market Penetration, Diversification, and Product Development)



What Other Students
Have Said

"I really appreciated how the class incorporated different aspects into learning the material; there were PowerPoints, but also guest speaker videos, podcasts, TedTalks, practice sessions, and the textbook to help you understand everything."

"I absolutely loved each and every assignment in this class, which is saying something. I'd even take it again just because!"

"This class allowed me to see marketing in a broader spectrum than what it really is! I knew that marketing was a lot to offer and was important to a business, but I did not realize it incorporated more than just ads and content."

Teaching Philosophy

Preparing my students for the real business world is a core value and fundamental leadership behavior I hold dearly. It starts from day one and is manifested throughout the semester with everything we do. Building and harnessing an inclusive learning environment is important to me because each of us learns differently. I value the many perspectives students bring to the course. Please help me create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful, and while debates are encouraged, personal attacks are unacceptable. Together, we can ensure a welcoming classroom for all. If you ever feel this is not the case, please let me know. We are all learning together.

Textbook (Not Required)

Principals of Marketing, 19th. Edition

Philip Kotler, Gary Armstrong, Sridhar Balasubramanian. Publisher: Pearson, ISBN: 9780138210779

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The greatest **danger** in times
of turbulence is not the turbulence;
it is to **act with yesterday's logic**.

— Peter Drucker

Success in this Course

Helping you succeed in this course is my top priority and I will do my best to be available to all my students. Here are three things you can do to maximize your learning:

Challenge Yourself

Keeping an open mind and absorbing as much knowledge as possible

Apply What You Learn

Connecting the main concepts in this course to your behavior as a consumer.

Be Vulnerable

Asking for help when help is needed.

Technology Requirements:

To maximize the value and learning of this class, students will need a computer with a reliable internet connection, Canvas Learning Management System, UNT Email, Microsoft Office 365: <https://outlook.office.com/>, Google Docs: <https://docs.google.com/>, Adobe Reader: <https://get.adobe.com/reader/>

Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Course 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, 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 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 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.

Artificial Intelligence Use

General Writing - In principle, you may submit material that contains AI-generated content or is based on or derived from it if this use is properly documented. This includes, for example, drafting an outline, preparing individual sections, combining elements, removing redundant parts, and compiling and annotating references. Your documentation must make the process transparent – the submission itself must meet our standards of attribution and validation.

Generative AI - Artificial Intelligence that can produce content is now widely available to produce text, images, and other media. We encourage the use of such AI resources to inform yourself about the field, to understand the contributions that AI can make, and to help your learning. However, keep the following three principles in

mind: (1) An AI cannot pass this course; (2) AI contributions must be attributed and edited for accuracy; (3) The use of AI resources must be open and documented.

1. AI cannot pass this course: This is necessary to ensure you are competent to surpass generative AI in the future, whether in school or the workplace. If this cannot be achieved, if you are not able to maintain control of the rules, you are entering an unwinnable competition.
2. Attribution: You are taking full responsibility for AI-generated materials as if you had produced them yourself: ideas must be attributed, and facts must be true.
3. Documentation: By tracking your AI use and sharing your experiences, we all gain understanding, identify potential issues in this rapidly changing field, and discover better ways to use the resource.

Attendance & Participation

Regular class attendance is a requirement of this course. This is consistent with the professional marketing workplace. Additionally, 40% of the course grade is in-class participation, which necessitates your presence.

Requests for Special Consideration

When any student requests special consideration for missing a quiz or an assignment due date, written documentation must be provided in support of the request. Providing special consideration to a student without documentation discriminates in favor of the requesting student and to the detriment of all other students.

Grading Challenge Policy

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'. Should you believe there is a grading error for a particular activity, you may make a grade "challenge". This grade challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted, and your grade will stand as recorded.

Late Submissions

You are expected to turn in assignments on time. Please pay attention to the deadlines given, and submitting assignments late risks a lower grade.

Americans with Disabilities Act

UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (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 at 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 and Procedures

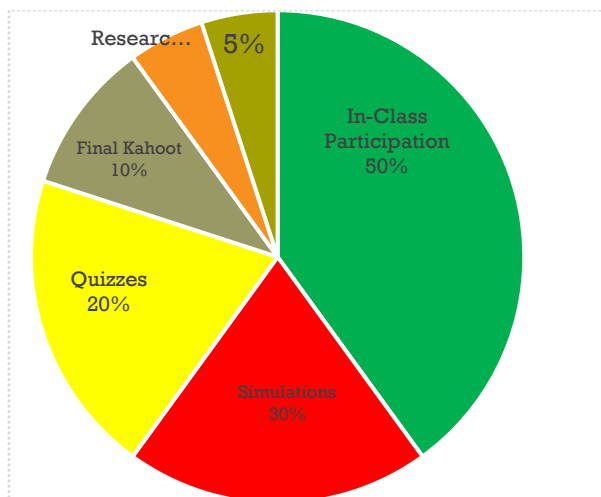
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you with a chance to comment on how this class is taught. Feedback from students helps me improve this course experience. 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.

Course Main Components

Below are the six (6) key components that make up your total grade of 1,000 points.



Simulations (200 pts.- 20% of total course grade)

These are business situations where you assume the role of decision maker. Each simulation will assign you a different role, and you will be asked to answer the questions while applying the learning material from the respective chapters.

Final Kahoot (100 pts.- 10% of total course grade)

The final Kahoot is a review of all the learning material covered during the course. It may be substituted with a team-based Jeopardy game. Students will decide.

SONA Research Participation (50 points- 5% of course grade)

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. Participation in this study will make up 5% 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. The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279).

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.

→ To sign up, visit unt-cob.sona-systems.com. If you have questions, please contact the behavioral lab manager by email at RCoBRep@unt.edu.

In-Class Participation (400 pts.- 40% of total course grade)

There will be in-class participation used to provide additional learning. The timing of those will be at the instructor's discretion. Only students in class at the time of the activity are eligible for participation points.

Quizzes (200 pts.- 20% of total course grade)

You will have four quizzes totaling 200 points. These quizzes will combine multiple-choice, true/false, and fill-in-the-blank questions, all of which aim to test your knowledge of the course learning material. Each quiz will be worth 50 points or 5% of your course grade. They will only cover content covered in class and in my lecture slides.

LinkedIn Profile Refresh (50 pts.- 5% of total course grade)

Your LinkedIn profile requires regular updates and maintenance, in order to remain highly visible.

Grading Scale

A	B	C	D	F
>899 pts.	800-899 pts.	700-799 pts.	600-699 pts.	<600 pts.

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NOTE: Tracking your performance during the semester should always be based on the total number of grade points you accumulate after every assignment or activity. DO NOT look at the grade percentage.

Ordering of Topics for Fall 2025 *(Subject to Revision)*

WEEK	DATE	LEARNING MATERIAL
1	Tue. Aug. 19	Introductions, Course Overview, and Key Learning Highlights Chapter 1: Marketing: Creating consumer value and engagement
2	Tue. Aug. 26	Chapter 2: Company & Marketing Strategy
3	Tue. Sep. 2	Chapter 4: Managing Marketing Information
4	Tue. Sep. 9	Chapter 5: Consumer markets and buyers' behavior
5	Tue. Sep. 16	Chapter 6: Business markets and buyers' behavior
6	Tue. Sep. 23	Chapter 8: Products, Services, and Brands (Building customer value)
7	Tue. Sep. 30	Chapter 9: Developing new products and managing the product life cycle
8	Tue. Oct. 7	Chapter 10: Pricing: Understanding and capturing customer value
9	Tue. Oct. 14	Chapter 12: Marketing Channels: Delivering Customer Value
10	Tue. Oct. 21	Chapter 14: Engaging Consumers and Communicating Customer Value: IMC Strategy
11	Tue. Oct. 28	Chapter 15: Advertising and PR
12	Tue. Nov. 4	Chapter 17: Digital Marketing
13	Tue, Nov. 11	Chapter 18: Creating Competitive Advantage
14	Tue. Nov. 18	Chapter 19: The Global Marketplace
15	Tues. Nov. 25	THANKSGIVING
16	Tues. Dec. 2	Chapter 20: Sustainable Marketing: Social Responsibility and Ethics
17	Dec. 6 - 12	Finals Week/