

MKTG 3650.501

Marketing Foundations
Dr. Majed Yaghi
Clinical Associate Professor

Course Introduction

This is a hybrid course, meaning part of the course will be delivered Face-to-Face in class, while another part will be completed online. The class will meet only once per week, on Tuesdays at 6:30 pm. Because it is a hybrid class, attendance on Tuesdays will be key to completing the required online work, which you will do independently.

The course introduces you to the principles of modern-day marketing. Key topics we will cover include the 4Ps of marketing, identifying market opportunities, strategic planning, pricing, channels, and other topics. The primary emphasis is on understanding how to identify market opportunities and how to plan and execute the marketing mix. Think of this course as two complementary parts. The online focuses on reading and completing learning activities to acquire new knowledge, while the in-class part focuses on applying that knowledge through case studies, discussions, and storytelling by industry experts.

Learning Outcomes

After completing this course, you should be able:

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



What Other Students Have Said About This Course

"I really appreciated how the class incorporated different aspects into learning the material; there were PowerPoints, but also guest speaker videos, podcasts, TED Talks, 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 world is a core value and fundamental leadership behavior I hold dearly. It starts from day one and manifests throughout the semester in 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 (Optional)

Principles of Marketing, 19th. Edition

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

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:

Marketing Foundations

Dr. Majed Yaghi

Clinical Associate Professor

Fall 2026

Tues. 6:30 – 7:50 pm (FRLD 260)

Instructor: Dr. Majed Yaghi



Majed.Yaghi@unt.edu



(940) 369-7423

Office/Students' Hours- BLB 399 B

Tuesdays: 3:30 pm - 5:30 pm

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. And while each student learns in their own unique style, there are some common habits seen repeatedly among those who perform the best in this course. Here are three things you can do to maximize your learning and gain the best possible grade:

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.

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 required, especially since this is a hybrid course. Additionally, 40% of the course grade is based on in-class participation, which requires your presence.

Marketing Foundations

Dr. Majed Yaghi

Clinical Associate Professor

Requests for Special Consideration

When any student requests special consideration for missing a quiz or assignment due date, written documentation must be provided to support 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. Partial credit for late submissions is not always available and is predicated on your taking action, both in a timely manner, as well as showing a positive overall body of work.

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 deliver to faculty to begin a private discussion of the student'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

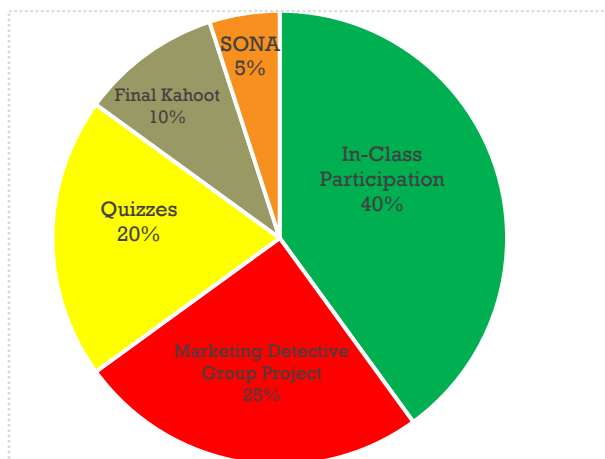
UNT uses a system called Eagle Alert to quickly notify students of critical information in the event of an emergency (e.g., severe weather, campus closure, or health and public safety emergencies such as chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas 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. Student feedback 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 check their UNT email inbox for the email. 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.



Marketing Detective Group Project (250 pts.- 25% of total course grade)

This is the signature assignment for this course, and at the start of the course, small-group teams will each be assigned a popular brand. Throughout the course, you will apply the learning concepts to your respective brands by searching and collecting key information to share with the class. Those weekly in-class updates will account for 150 pts. By the end of the semester, you will have collected enough information to produce a complete marketing assessment of your brand. It will account for the other 100 pts.) Brand assignments will take place in class, via a random process.

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

Those are in-class learning activities used to help you apply the theoretical marketing concepts into practice. The timing and point value will be at the professor's discretion. Also, only students in class at the time of the activity are eligible for those 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 from lecture slides.

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

The final Kahoot is a review of all the learning material covered during the course, and sourced from the lecture slides.

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.

Grading Scale

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

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

Ordering of Topics for Fall 2026 *(Subject to Revision)*

WEEK	LEARNING MATERIAL
1	Introductions, Course Overview, Marketing Detective Brand Assignments
2 - 3	Module 1: Defining Marketing and the Marketing Process
4 - 6	Module 2: Segmentation, Targeting, Positioning, and Product Strategy
8 -10	Module 3: Pricing and Channel Strategy
11 – 13	Module 4: Promotional Strategy
14	Marketing Detective Brand Presentations
15	THANKSGIVING
16	Final Kahoot
17	Finals Week