

MKTG 4600.001

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 Mondays at 11:10 am. Because it is a hybrid class, attendance on Mondays will be key to completing the required online work, which you will do independently.

This course focuses on retailing, an industry of vital importance to our economy and labor market. Collectively, the class explores retailing as a set of business and/or individual activities aimed at:

- 1) Creating value by exchanging market offerings for consumer use.
- 2) Managing the flows of goods and services.
- 3) Impacting the economic markets in the U.S. and abroad.

Learning Outcomes

By the end of this semester, I hope each student will have:

1. Understood how retailers create value for consumers.
2. Comprehended the elements of the retail marketing mix.
3. Learned how to analyze a retailer's strategy and tactics.



What Other Students Have Said About This Course

"This class posed challenges that were intellectually stimulating. Students were asked to think and apply the knowledge outside the classroom to experience and better understand the material."

"I found this class intellectually stimulating because it helped me think more critically about the retail industry and how to create value"

"I liked the real-world assignments I had to do."

"I felt challenged by this class! It taught me to open my eyes to a new world of retailing and see things from a different perspective. My thinking was definitely stretched. I loved the experiential exercise."

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)

Levy, M., Weitz, B., & Grewal, D. (2019). Retailing management. New York, NY: McGraw-Hill Education. ISBN: 9781259573088.

Fall 2026

Mon. 11:10 – 12:30 pm (BLB 255)

Instructor: Dr. Majed Yaghi



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Office/Students' Hours- BLB 399 B

Tuesdays: 3:30 pm - 5:30 pm



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.

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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, understand the contributions AI can make, and support 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.

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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

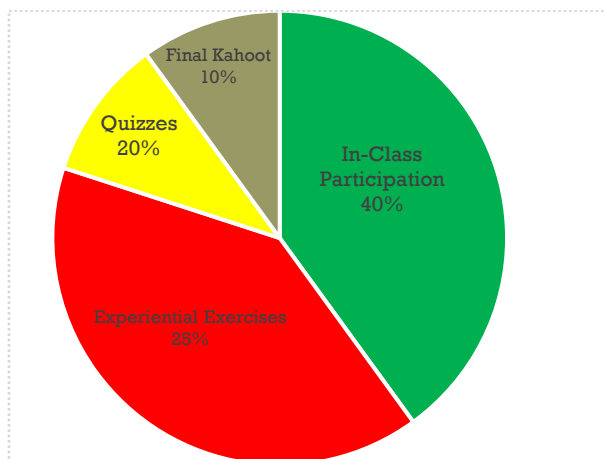
UNT uses a system called Eagle Alert to quickly notify students of critical information in the event of an emergency (e.g., severe weather, campus closure, or health and public safety emergencies such as chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas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



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.

Experiential Exercises ***(400 pts.- 40% of total course grade)***

Those are real-world, relevant, and timely living cases that ask you to discuss questions about a retailing decision scenario. The platforms afford you the opportunity to evaluate a scenario using information, apply marketing channel principles, and construct a well-developed, thoughtful discussion. The grading rubric for those assignments will be posted on Canvas. All Experiential Exercises will be submitted via Canvas.

Quizzes

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

You will have four quizzes totaling 100 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 25 points, and will cover only 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.

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	Introduction to retailing, discovery field visit
2 - 3	Module 1: Overview of Retailing (Chapters 1-4)
4 - 6	Module 2: Market Segmentation and Targeting (Chapters 5-6) Guest Speaker (9/21)
7 - 9	Module 3: Pricing and Channel Strategy (Chapters 7-9)
10 - 12	Module 4: Retail Communication and Promotion (Chapters 10-12)
13 - 15	Module 5: Store Management and Future Trends (Chapters 13-18)
15	THANKSGIVING
16	Final Kahoot
17	Finals Week