

# Foundations of Marketing Practice: MKTG 3650.003

Hybrid Format

Tuesday: 3:55 pm – 5:15 pm

Classroom BLB 080

## Instructor Information

Professor: Dr. Ross Johnson

Contact Information:

- Physical Address: Ryan College of Business 365A
- Email: [Ross.Johnson@unt.edu](mailto:Ross.Johnson@unt.edu)

Office Hours:

- M-W 9 am – 12 pm; and other times by appointment. Please email me beforehand if you want to stop by.

Textbook:

- Pride, William M. and O.C. Ferrell, [Foundations of Marketing](#) **Students must purchase the ninth edition of the book.**
  - Textbooks may be purchased inside the UNT bookstore.
  - The e-book may be purchased directly from the publisher by linking to:
    - **Canvas – Under Modules**

Technology requirements for courses with digital materials:

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and Cengage (textbook linked via Canvas). If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

## Teaching Philosophy:

Overall, my teaching philosophy focuses on three core principles of (1) preparation, (2) engagement, and (3) expertise. While structuring my lectures, I know that there's no one universal solution in helping students succeed. Also, I understand that face-to-face time with students is limited and I should make the most out of my interactions with them in the classroom. As such, I ensure that my lectures focus not only on the explanation of key concepts, but that I also provide opportunities for students to apply the material to practical business problems. I believe it's important for students to not only be shown examples that I choose for the lecture, but for them to be encouraged to recall or seek out relevant examples that are of interest to them personally, as frequently this helps a fellow classmate understand the material better as well. I believe that this approach of allowing students to provide relevant and interesting examples increases their retention.

## Course Description, Structure, and Objectives

### 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 Structure

The plan is to deliver this course in a hybrid format. More information on the structure of the course is included on the bottom in the schedule.

Apply It online assignments must be completed in this course. Students can complete these assignments before the actual due date for any of these assignments. It is not an exaggeration to write that students could complete all assignments before the end of the first or second day of the course if they elected to do so. All they have to do is work ahead. However, this “hurry, hurry, hurry” completion tactic is definitely not recommended. The much smarter tactic is to finish the online assignments for a set of Modules during the week in which students will be tested in class on the same set of Modules. Complete these online assignments as part of your study preparation, in brief.

Three examinations must be completed during this course. Exams can only be completed on the date on which each is given unless a student has a university-approved excuse that excuses him or her from taking the exam on the originally assigned date.

- The dates by which each of these Apply It Assignments must be completed are shown in the Table provided at the end of this syllabus.
- The dates on which each of the three Examinations must be completed are also shown in the Table provided at the end of this syllabus.

### Course Prerequisites or Other Restrictions

The prerequisite for entry to this course is junior standing and for business majors only. Otherwise permission from students’ departmental/major advisors is necessary.

### Course Objectives

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

- 1) Explain the complete scope of marketing and the role that marketing plays inside organizations, macro- and micro-economies operating at global, national and local levels, and cultural/societal settings.
- 2) Explain the full range of strategic tasks and responsibilities that marketers must manage and the challenges, opportunities, problems and issues that marketers must address inside the complicated and competitive but collaborative business environments in which they must compete.
- 3) Discuss historical as well as contemporary marketing principles, terminology, and concepts.
- 4) Not just speak marketing but also inculcate a “marketing-orientation” as a key component of their professional and/or business lives.
- 5) Execute key marketing principles/practices/processes such as segmentation-, targeting-, positioning-, product & branding management-, supply chain management-, promotional management-, pricing management-, and new product development initiatives.
- 6) Develop and execute marketing plans at strategic and functional levels.
- 7) Execute marketing planning and managerial activities in full awareness of the ongoing obligation to make decisions and behave in accordance with socially responsible, sustainable, and ethical norms.

### Course Requirements

| Required Activity | Percentages |
|-------------------|-------------|
|-------------------|-------------|

|                                  |                 |
|----------------------------------|-----------------|
| 3 Exams                          | 50 (16.66 each) |
| Apply It Assignments             | 10              |
| PMP Project 2 Parts              | 20 (10 each)    |
| Participation in research - SONA | 10              |
| Attendance/Participation         | 5               |
| Relevant Examples                | 5               |
| <b>Total</b>                     | <b>100</b>      |

### Grading

Final Grade A = 90% and above.

Final Grade B = 80% to 89.99%.

Final Grade C = 70% to 79.99%.

Final Grade D = 60% to 69.99%.

Final Grade F = below 60%.

### Grade Breakdown

#### Exams:

You will have three exams, each worth 16.66% of your grade. Tests will be taken on Canvas and will be timed and available for at least a 24-hour period. If you lose internet, etc. you may be able to regain access, but the timer will not stop. We will use the Respondus Lock Down Browser with webcam monitoring. It is VERY IMPORTANT to use a reliable computer with reliable internet when taking your test.

#### Chapter Apply It Assignments:

Each chapter has an online assignment through Canvas to assess the key principles from each chapter. The assignments for each week's chapters will be due by 11:59 pm the night before that exam. I would STRONGLY recommend you spend some time each day working on these though – this will be MUCH easier than waiting until the last day to do them all. The assignments allow three attempts per chapter.

#### Personal Marketing Plan Assignments:

The Personal Marketing Plan (PMP) assignments are designed to help you think more strategically about your personal product and brand. Details and information about the assignments will be provided in class.

The two assignments are:

- Personal Marketing Plan 1: Objectives / SWOT
- Personal Marketing Plan 2: Product Pitch

#### Participation/Attendance:

The nature of this course requires class participation from the students in discussing the lecture topics and case studies. Students are expected to attend each class and contribute to the daily discussion. In class participation assignments will be given randomly on discussion days.

#### Grading Policy:

In fairness to all students, no individual student will be allowed to extra credit to compensate for poor performance in the class. There will be no individual curves on any assignments in this course.

If you are having any difficulties (personal or academic) that are interfering with your course performance, contact me immediately (i.e., when the problem first starts affecting your work, not at the end of the course). If you need any assistance with regard to this course, please do not hesitate to contact me.

#### Relevant Examples:

Each of you will be required to submit a relevant example of marketing happening in current events that you would like to discuss in class. Given the size of the course, four of you will be assigned to submit via Canvas an example by 11:59 pm the **Sunday night** before the course you are assigned to present it in. The Relevant Examples sheet in Canvas will help with this task.

#### Late Assignments

Chapter Apply It assignments may be submitted up to two days late, at a penalty of 25% for each day (50% max).

Personal Marketing Plan assignments turned in late will receive a 30% penalty every 2 days it is late. Tests will not be allowed to be made up unless prior arrangements have been made with the instructor. Relevant Examples will be allowed to be made up for up to 50% credit.

## Research Participation

The Research Experience Program at the RCoB allows faculty and PhD researchers to collect data on consumer behavior, marketing, and other areas of study. Researchers apply their findings to current industry needs, and deepen our understanding of human behavior in business markets, organizations, and management.

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. Your participation in these research studies will make up **10%** of your final class grade. Your participation in this program is critical to the furthering of UNT's research goals.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—[unt-cob.sona-systems.com](http://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 format and duration of the study.

### Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

### In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 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.

- ➔ To sign up, please visit [unt-cob.sona-systems.com](http://unt-cob.sona-systems.com). If you have questions, DO NOT contact me. Instead, contact the REP Admin Team via email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu). Your questions will be addressed promptly, usually within 24 hours.
- ➔ Visit [cob.unt.edu/research/research-experience-program](http://cob.unt.edu/research/research-experience-program) for detailed sign-up instructions and more information.

## Important Deadlines!

**November 27<sup>th</sup>, 5:00 PM** – Last day to participate in SONA for Fall semester.

You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On **December 4<sup>th</sup>**, final scores will be distributed to instructors and cannot be changed after that point.

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

### Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: **MKTG 3650.003**.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to December 4<sup>th</sup> to adjust these credits!

- 4) 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](mailto:RCoBRep@unt.edu) and they will assign you an article to critique. Critiques are due on or before April 24<sup>th</sup>. Article critiques will not be available until the last week before November 27<sup>th</sup>. Please note that study participation will require less of your time than article critiques.

## General Policies and Practices

### Communication Practices

*Connect with me through email and/or by attending office hours. During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within two business days, please send a follow up email. A gentle nudge is always appreciated.*

### Academic Success Resources

*UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services \(https://clear.unt.edu/student-support-services-policies\)](https://clear.unt.edu/student-support-services-policies), visit [unt.edu/success](https://unt.edu/success), and explore [unt.edu/wellness](https://unt.edu/wellness). To get all your enrollment and student financial-related questions answered, go to [scrappysays.unt.edu](https://scrappysays.unt.edu).*

## Supporting Your Success and Creating an Inclusive Learning Environment

*Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement and I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](https://policy.unt.edu/policy/07-012)) (<https://policy.unt.edu/policy/07-012>).*

### Eagle Alert:

If there is a campus closing that will impact a class, the calendar is subject to change.  
[Campus Closures Policy \(https://policy.unt.edu/policy/15-006\)](https://policy.unt.edu/policy/15-006).

### GenAI Policy

*Throughout the semester, you will or may use specific Generative AI (GenAI) tools for certain assignments, with guidance on responsible use. These assignments help build ethical resilience and GenAI literacy, preparing you for careers in a GenAI-oriented workforce.*

*I use GenAI to brainstorm examples, streamline tasks, and enhance materials. I will always disclose how I use GenAI, and I expect the same from you. In accordance with the UNT Honor Code, unauthorized use of GenAI tools is prohibited. Using GenAI content without proper credit*

*or substituting your own work with GenAI undermines the learning process and violates academic integrity. If you're unsure whether something is allowed, please seek clarification.*

## Attendance and Participation

*Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a university excused absence such as active military service, a religious holy day, or an official university function as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me.*

*At the same time, I have great respect for students who are balancing the demands of their coursework with the responsibilities of caring for family members. If you run into challenges that require you to miss a class, please contact me or my TA. There may be some flexibility we can offer to support your academic success.*

*Simply attending class is not sufficient. Given we only meet in person once a week, I expect full attentiveness and active participation in our discussions in the course.*

## F1-Visa Regulations

Federal regulations state that students may apply only 3 fully-online semester credit hours (SCH) to the hours required for full-time status for [F-1 Visa \(DOC\)](#) holders. Full-time status for F-1 Visa students is 12 hours for undergraduates and 9 hours for graduate students.

## ADA Accommodation Statement

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>).

## Academic Integrity Policy

[Academic Integrity Policy \(PDF\)](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>)

## Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. While I will make every effort to follow the schedule, content, and assessments as outlined, unforeseen circumstances (e.g., pacing needs, campus closures, guest speaker availability) may require adjustments. Any changes will be announced in class and posted on Canvas, and I will provide as much advance notice as possible. It is your responsibility to check Canvas and your UNT email regularly to stay informed of any updates.

## Lecture Recording Policy

Recordings will be posted on Canvas and are intended solely for the personal educational use of students enrolled in this course. Recordings may not be duplicated, shared outside the course, or posted to any other platform without my written permission.

## Schedule for the Semester

| Fall Semester, 2026 | Course Dates<br>(May complete Online Module assignments between) | Dates<br>TOPIC(S)                                                                               | Chapter |
|---------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------|
| Week 1              | August 18                                                        | Introduction and Customer-Driven Strategic Marketing                                            | 1       |
| Week 2              | August 25                                                        | Planning, Implementing, and Evaluating Marketing Strategies                                     | 2       |
| Week 3              | September 1                                                      | The Marketing Environment, Social Responsibility, and Ethics<br><br><b>Introduce PMP part 1</b> | 3       |
| Week 4              | September 8                                                      | Marketing Research and Analytics                                                                | 4       |

|         |                                 |                                                                                                |                                                                                 |
|---------|---------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Week 5  | September 15<br>September 17-18 | Exam 1 Review<br>Exam 1                                                                        | Complete Online<br>Apply It Chapters<br>1 -4 by 11:59 pm<br>9/15                |
| Week 6  | September 22                    | Target Markets:<br>Segmentation and<br>Evaluation                                              | 5                                                                               |
| Week 7  | September 29                    | Consumer Buying<br>Behavior<br><br><b>PMP Part 1 Due</b>                                       | 6                                                                               |
| Week 8  | October 6                       | Integrated<br>Marketing<br>Communications<br><br>Digital Marketing<br>and Social<br>Networking | 15<br><br>9                                                                     |
| Week 9  | October 13                      | Reaching Global<br>Markets                                                                     | 8                                                                               |
| Week 10 | October 20<br>October 22-23     | Exam 2 Review<br>Exam 2                                                                        | Complete Online<br>Apply It Chapters<br>5, 6, 15, 9, and 8 by<br>11:59 pm 10/20 |
| Week 11 | October 27                      | Product, Branding,<br>and Packaging<br>Concepts                                                | 10                                                                              |
| Week 12 | November 3                      | Developing and<br>Managing Goods<br>and Services                                               | 11                                                                              |
| Week 13 | November 10                     | Pricing Concepts<br>and Management<br><br><b>Introduce PMP<br/>Part 2</b>                      | 12                                                                              |
| Week 14 | November 17                     | Advertising and<br>Public Relations                                                            | 16                                                                              |
| Week 15 | November 24 – NO CLASS          | <b>REST, EAT,<br/>WATCH<br/>FOOTBALL</b>                                                       | Study for Exam 3,<br>Work on PMP Part<br>2                                      |

|                    |                                                           |                         |                                                                                                                      |
|--------------------|-----------------------------------------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------|
| Week 16            | December 1<br>December 3-4                                | Exam 3 Review<br>Exam 3 | Complete Online<br>Apply It Chapters<br>10,11, 12, and 16 by<br>11:59 pm 12/1<br><br>PMP Part 2 – due<br>Friday 12/5 |
| Final Exam<br>Week | Last Week- Online Lectures Posted for Career<br>Readiness |                         |                                                                                                                      |