

Foundations of Marketing Practice MKTG3650.402

Dr. Ross Johnson

Office: BLB 365A (However, my availability on campus may be limited this semester.)

Phone: (Voice mail only)

Office Hours: via Zoom

Welcome to MKTG 3650 Foundations of Marketing Practice! I want to welcome everyone to the course. My name is Professor Ross Johnson. I will be your instructor this semester. Professor Kenneth Thompson will be an observer, but will not be actively involved in administering the course.

I look forward to facilitating the course and working with each of you as we explore the basics of marketing. I have extensive experience teaching in both online and face-to-face environments.

My educational background includes a BS in Marketing and Business Analytics from Indiana University and a PhD in Marketing from the University of Alabama.

Course Description

This course is a survey of marketing concepts and practices and an overview of the range of activities performed by marketing managers. Topics include the identification of market opportunities, strategic marketing planning, product/service development and management, price setting and management, establishing and managing distribution channels, and structuring promotional programs.

Course Structure

This course is conducted entirely online. Lectures are delivered via PowerPoint presentations in Canvas. PowerPoint presentations will also be available for review outside of Canvas. Each presentation is based on a chapter from the course text. These chapters are accompanied by a graded quiz (I call them chapter exams) delivered on the text website (KHPCContent.com). In addition to these "chapter exams," there will be three Canvas-based exams covering the presentations and assigned text chapters. There will also be 11 or more Keeping Score Exercises (KSEs) that reinforce some key marketing metrics concepts.. These exercises are also delivered via the KHPCContent website for the text. Finally, all students are required to participate in online research opportunities that illustrate aspects of applied and academic marketing research. There are 14-15 weeks of content that you will move through. All modules are open now for those of you wishing to work ahead.

Office hours will be held via scheduled Zoom meeting rooms.

Prerequisites

The only prerequisite for the course is junior standing. However, in order to be successful in this course, you will need to:

- Pay attention to the final due dates for all assignments.
- Adhere to the suggested timelines for completing all assignments. These suggested completion dates are always earlier than the actual due dates.
- Commit to spending the required time each week reading the assignments, reflecting on the material covered, and participating in other course activities.

Course Objectives

My objectives for this course are typical of most 'survey courses' in which students obtain their initial exposure to an academic discipline. Specifically, upon completion of this course, you should be able to:

1. Describe the scope of marketing and its role within the firm and society.
2. Describe the range of activities performed by marketing managers in today's complex and highly competitive global business environment.
3. Recall major terms and concepts through exams and concept checks that demonstrate a grasp of the "language of marketing."
4. Apply basic marketing concepts to solve business problems through a series of marketing simulations and metrics exercises.
5. Compare and contrast applied and academic marketing research methods.
6. Apply select marketing metrics to solve common marketing problems.

F-1 Visa Regulations

Federal regulations stipulate that students may apply only three fully online semester credit hours (SCHs) toward 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

Teaching Philosophy

Teaching is a reciprocal relationship between instructors and students. Instructors have responsibilities to their students, and students have responsibilities to their teachers. I believe that it is my responsibility as an instructor to provide students with the following:

- An environment conducive to learning;
- The knowledge and skills needed to be successful in achieving their professional and life goals;

- Materials, opportunities, and feedback that will help them learn; and,
- Guidance for becoming and remaining motivated to be successful in applying their knowledge and skills to solve problems in their professional and personal lives.

Students have responsibilities to their instructors, to their fellow students, and to themselves. I believe that these responsibilities support me in fulfilling my responsibilities to students. Students' specific responsibilities, therefore, include:

- Willingness to work hard to complete course activities on time;
- Approaching course materials and assignments seriously, focusing on learning rather than merely “punching tickets,” and,
- Willingness to try to apply what is learned to solve the problems faced professionally and in daily life.

Because of the reciprocal nature of the responsibilities between instructors and students, I believe that it is a fundamental mistake to view students as customers or as clients because such a view incorrectly implies that the primary responsibilities in the relationship are the instructor's responsibilities to students and virtually ignores the responsibilities of students to their instructors, fellow students, and themselves.

Required Materials and Equipment

- The text for the course is: Kenneth Thompson and David Strutton (2023), *Foundations of Marketing Practice: An Applied Approach*, 4th ed. (Dubuque, IA: Kendall-Hunt). ISBN 979-8-7657-7812-8 (Print); ISBA 979-8-7657-8462-4 (eBook). This book is available in hard copy from the UNT bookstore and in electronic format from Kendall-Hunt. [Click to access the book's purchase site](#). The book **comes with an access code** that provides access to valuable tools, including flashcards to reinforce terminology, chapter exams, and Keeping Score Exercises. The chapter exams and Keeping Score exercises are graded and comprise a significant portion of your final grade in the course. Complete instructions for accessing the E-book are available in the Introduction Module. The [Introduction Module](#) includes specific instructions for acquiring the text and accessing its website on Kendall Hunt's KHPContent website.
- You must have access to a computer (running Windows or macOS) with a webcam and stable high-speed Internet access.

Technical Requirements & Skills

Minimum Technology Requirements

- Computer.
- Reliable internet access.
- Speakers.

- Microphone.
- Microsoft Office Suite.
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements).

Computer Skills & Digital Literacy

Course-specific technical skills learners must have to succeed in the course, such as:

- How to access and use Canvas.
- Using email with attachments.
- Downloading and installing software.
- Using the Excel spreadsheet program.

Rules of Engagement

Rules of engagement refer to the manner in which students are expected to interact with one another and with their instructors online. Here are some general guidelines:

- Treat your instructor and classmates with respect in all email communications and other forms of correspondence.
- Always use your professors' proper title: Dr. or Professor, or if in doubt, use Mr. or Ms.
- Unless specifically invited, don't refer to your instructor by first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar (this includes discussion boards).
- Avoid using slang terms such as "wassup?" and texting abbreviations like "u" instead of "you."
- Use standard fonts such as Arial, Calibri, or Times New Roman, and set the font size to 10 or 12 points.
- Please avoid using the caps lock feature, AS IT CAN BE INTERPRETED AS YELLING.
- Avoid using emoticons like :).
- Be cautious with humor or sarcasm, as tone can sometimes get lost in an email or discussion post, and your message might be misinterpreted as serious or perceived as offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via e-mail.

Communication Policies

How I Communicate with Students

I make extensive use of the ‘**Announcements**’ tool in Canvas to disseminate critical information in the class. You should check for announcements daily. Additionally, I will hold regular office-hour Zoom sessions, as indicated above.

Communicating with Dr. Thompson and TAs

All email communications with me should be via Canvas email. I will also hold regular Zoom meetings for Q&A.

Again, **all email communications with me or my teaching assistants must be sent via Canvas email.** In Canvas, select “compose” and then select the course (MKTG3650 section 407 for Fall 2025). Address your email to me and all my TAs. Do not use Eagle Mail or any other email facility.

Due to the class size (250-500), I do not personally read all the email traffic. My TAs will flag me via email on any traffic that may require my attention. If you have an issue that requires my attention, your best option is to visit me in my office, if I am on campus, or attend my Zoom office hours.

All email communications should be treated as professional correspondence. This is a foundation course in the core business curriculum. We are tasked with training business professionals. Bear this in mind as you craft your communications. Remember that you are not emailing or texting a peer.

The following email guidelines should be strictly followed:

- Employ a subject line that clearly indicates the content of your email. I should not see ‘RE:’ in the subject line unless you are responding to an email received from my TAs or me.
- The body of your email should begin with an appropriate salutation. You may address me as ‘Dr. Thompson’ or ‘Professor Thompson.’ This may sound pretentious, but titles do matter. I personally do not care, but many professionals are offended when addressed in a less-than-formal manner. Do not begin your salutation with ‘Hi,’ ‘Hello,’ or ‘Hey.’ I am continually surprised at the number of “hey dude” salutations I receive from students each semester. It is better to omit the salutation rather than employ an inappropriate one.
- Pay close attention to spelling, punctuation, capitalization, and grammar. Do not employ email abbreviations, “texting” abbreviations, or slang. I strongly recommend composing your email using a word processor and then pasting the communication into your email. Most word-processing programs have good spelling and grammar-checking capabilities. **Avoid composing emails on a smartphone.** I do not expect your writing to be error-free. I certainly make my share of mistakes. However, you should do your best.
- The ‘tone’ of your email should be professional. Carefully proofread your email before hitting the ‘send’ button. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- **Email communications that do not meet these standards are likely to be returned unread with a recommendation to "edit and resubmit."**

Success in an Online Course

While the online classroom shares many similarities with the face-to-face classroom, success in online education requires certain skills and expectations that students may not be aware of. The most important key to success is staying up with all assignments.

Getting Help

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustrations that can arise when technology breaks down or does not perform as expected. UNT has a Student Help Desk that you can contact for help with Canvas or other technology 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

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)
(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Student Support Services

UNT provides mental health resources to students to ensure there are numerous outlets to turn to that wholeheartedly care for and support students in need, regardless of the nature or severity of the issue. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/student-counseling/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/student-counseling/services/individual-counseling)

Other student support services offered by UNT include

- Registrar (https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Food Pantry](https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html) (https://studentaffairs.unt.edu/desresources/programs/food-pantry/index.html)

Academic Support Services

- [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)
- [MathLab](https://math.unt.edu/mathlab) (https://math.unt.edu/mathlab)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. Please use your name as it appears on official UNT records to avoid confusion with others. You can change your name with UNT if you wish to be addressed using a different name. Below is a list of resources for updating your chosen name at UNT.

- UNT Records
- UNT ID Card
- UNT Email Address
- Legal Name

*UNT euids cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in person. If your name is not gender specific, the use of pronouns can clarify your gender, reducing the possibility that you will be misgendered in communications.

Course Activities & Assessments (2,885 Points)

Activities

- **Keeping Score Exercises.** There are eleven exercises, each worth between **15** and **80** points, totaling **595** points. The Keeping Score exercises are designed to help students understand the basic metrics used in marketing decision-making. The table below identifies the specific Keeping Score Exercises and due dates. The Keeping Score Exercises are located on the KHPcontent.com website, which accompanies the text. The due dates are different from the suggested completion dates. The weekly course modules contain the suggested completion dates for the exercises. These exercises are stand-alone and self-explanatory. You are allowed three attempts on each exercise, and **keep the highest score of your attempts.** The [Introduction Module](#) has complete instructions for accessing the KS exercises at KHPContent.com. The KS points allocated to each exercise are listed in the table below.
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**Keeping Score
Exercise Points**

KS Exercises	Points Possible
KS1	60
KS2	60
KS3	80
KS4	50
KS5	80
KS6	60
KS7	50
KS8	20
KS9	40

KS10	15
KS11	80
Total	595

- **SONA participation is 200 points.** Marketing research is a field of study in which a company collects and analyzes data to understand its customers better and manage the business effectively. Well-conceived and executed marketing research can help predict consumer trends, project sales, spot opportunities, and avoid potential problems. As part of your learning experience in this course, you must participate in research studies conducted by the Department of Marketing faculty members. **Ten SONA credits**, each worth 20 points, are required. SONA participation makes up roughly seven percent of your final grade. You are strongly encouraged to complete the SONA requirement early in the semester. However, it may take a week or two after the semester starts for studies to become available. Similarly, opportunities may run out toward the end of the semester. **SONA closes on Friday, prior to the pre-finals week. The [Introduction Module](#) has complete instructions for registering with SONA.**

Assessments

- **Four exams** are scheduled for the semester to be given in class at the times identified in Table 1 above. There are three “midterm” exams covering course content. These exams cover lectures, text chapters, and chapter exams. Each exam is worth **500** points, totaling **1,500** points. The final exam (the fourth exam in the course) is **comprehensive and optional**, worth **500** points, and can be used to replace your lowest of the first three midterm exams. As the midterms, the final exam tests the lectures, text chapters, and chapter exams. **All exams require LockDown Browser; however and a webcam.**
- There are 18 **online Chapter Exams** for select chapters in the text (**540 Points**). The 19th exam over chapter 19 in the text is optional for extra credit. These exams are delivered online and are available via the KHP Content website associated with the text. Access to this website is via an access code provided with your text copy. Each Chapter Exam is worth **30** points, totaling **540** points. **Each Chapter Exam has unlimited attempts with no time limit. You keep the highest grade.** Again, these exams are found on the KHP Content website associated with the text. **The [Introduction Module](#) has complete instructions for accessing the Chapter Exams at KHPContent.com.**
- **Syllabus Quiz (50 points)**

Activities & Assessment Due Dates

Graded Assignment Due Dates

Assignment or Exam	Due Date
Syllabus Quiz	Jan 25

Chapter Exams for CH 1, 2, 3, 4, 5	Feb 15
Keeping Score Exercises 1, 2, 3	Feb 15
Exam 1	Feb 19-20
Chapter Exams for CH 6, 7, 8, 9, 10, 13	Mar 22
Keeping Score Exercises 4, 5	Mar 22
Exam 2	Mar 26-27
SONA Closes	Apr 24
Chapter Exams for CH 11, 12, 14, 15, 16, 17, 18	Apr 26
Keeping Score Exercises 6, 7, 8, 9, 10, 11	Apr 26
Gradebook closes (see syllabus comment below)	Apr 29
Exam 3	Apr 30-May 1
Optional Final Exam	May 3-6

Accessing and Testing LockDown Browser

This course requires the use of LockDown Browser for online exams. [Watch this video to get a basic understanding of LockDown Browser.](#)

Download Instructions. [Download and install LockDown Browser from this link.](#)

Once Installed

- Start LockDown Browser
- Log into Canvas
- Navigate to the quiz

Note: You won't be able to access a quiz that requires LockDown Browser with a standard web browser. If this is tried, an error message will indicate that the test requires LockDown Browser. Start LockDown Browser and navigate back to the exam to continue.

Guidelines for taking the exam in Lockdown Browser

When taking an online quiz, follow these guidelines:

- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Turn off all mobile devices, phones, etc., and don't have them within reach
- Clear your area of all external materials - books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test

- **LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.**

You can test LockDown Browser on the linked sample exam:

[Respondus Test Exam Using Locked Down Browser- Requires Respondus LockDown Browser](#)

Grading

Your grade in this course is based on the percentage of points you earn out of the **2,885 points** that are possible in the course, as follows:

- A: 90 - 100% (Outstanding, excellent work. The student performs well above the minimum criteria.)
- B: 80 < 90% (Good, impressive work. The student performs above the minimum criteria.)
- C: 70 < 80% (Solid, college-level work. The student meets all criteria.)
- D: 60 < 70% (Below average work. The student fails to meet the minimum criteria.)
- F: < 60% (Sub-par work. The student fails to complete course requirements.)

Exam Policies

All exams are delivered online via Canvas and are closed-book. **Midterm exams will be available for two days. The exam will open on Thursday at 1:00 am and close on Friday at 11:59 pm.** Exams can be taken at any time during the two-day window. However, once started, the exam must be completed within the allotted time, typically 70-90 minutes. If you miss any of the three midterm exams, you must take the final exam as a replacement. The final exam is no longer optional under these circumstances. If you lose your internet connection during an exam, please contact the Student Helpdesk and document the issue. Please ensure you obtain a remedy ticket number before contacting me or the TAs.

Late Submissions

Due dates are strictly adhered to. Late assignments will receive no credit. All assignments are open for extended periods. Waiting until the last minute to complete assignments is not a good idea. **I accept no excuses for missing deadlines since opportunities are open for reasonably long periods. This applies to all tests, assignments, and other grading opportunities.**

Grade Disputes

Students have **five working days** after the results of the first two in-class exams are posted on CANVAS to contest grades or bring errors to the attention of my TAs. Missing or incorrect grades will not be adjusted after that time. Due to the short timeline between the 3rd exam and the optional final exam, students have only **two working days** (through Tuesday of final exam week) to contest the results of the 3rd midterm exam.

If you would like to meet, please email me to arrange a Zoom meeting (I am unable to discuss grades via email) or visit during my scheduled Zoom office hours. All sessions will be held via Zoom. You should come to the meeting with specific evidence to demonstrate that you earned a higher grade than you received. You forfeit your right to a grade dispute if you miss your scheduled meeting. If you do not contact me to schedule a meeting within the grade contest time after receiving your grade, you also forfeit your right to dispute the grade.

Gradebook Closing Date

The grade book will close for all assignments on Wednesday of pre-finals week, with the exception of the third midterm and final exams. No grade changes will be made to the affected assignments after this date.

Extra Credit

Practice exam 19 (30 pts.) can be completed for extra credit. Additional extra credit may be announced.

Departmental Policy on Grade Changes

No grade except 'I' may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct documented clerical errors.

Requests for error corrections must be initiated immediately after the close of the semester for which the grade was recorded.

A faculty member who believes an error has been made in calculating or recording a grade may submit in person a request with a detailed justification for a grade change to the department chair and the appropriate dean. The Registrar accepts requests for grade changes only from the academic deans.

University Policy on Awarding and Removal of Incomplete (I)

The grade of I is a non-punitive grade given only during the last one-fourth of a semester. This grade can be awarded only if a student:

- Is passing the course.
- Has reasons beyond the student's control why the work cannot be completed on schedule.
- Arranges with the instructor to complete the course at a later date by fulfilling specific requirements listed on the grade sheet.

A student may remove a grade of I within one year by completing the stipulated work, paying a fee at the Bursar's Office and returning the permit form to the instructor. Obtain the Student Request to Remove Grade of I from the departmental secretary. The instructor then files the permit form in the Registrar's Office along with the grade, and the grade point average is

adjusted accordingly. If a student does not complete the stipulated work within the time specified (not to exceed one year after taking the course), the instructor may change the grade of I to a grade that carries credit or assign a grade of F if appropriate. The GPA is adjusted accordingly.

A student who could not complete final examinations because of illness may remove a grade of I without payment of the fee. The academic dean is authorized to waive the fee upon certification of illness signed by the attending physician.

Departmental Policy for Informing Students of Final Grades

Final grades will be posted through the grade book within Canvas. Please keep in mind that departmental staff are not allowed to give out grades. Do not call or stop by the department office to ask for your grade. Only Dr. Thompson or other authorized individuals can release your grade.

UNT & Course Policies

Important Academic Dates

- [Registration Guides by Semester](#)
- [Online Academic Calendar](#)
- [Final Exam Schedule](#)

Attendance Policy

An attendance policy is required for all UNT syllabi. This is an online course delivered asynchronously, so classroom attendance is not required. However, students are expected to check in with the course daily and remain actively engaged with all required activities.

UNT Academic Integrity Policy

Academic Integrity Standards and Consequences. 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.

UNT College of Business Student Ethics Statement

The following is the UNT College of Business ethics statement, which all students in this class are required to read and acknowledge.

“As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of

Student Conduct and Discipline and the Computer Use Policy. I understand that I am responsible for reviewing the policies as provided by the link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy

I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation.

While engaged in online coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and Canvasing that occurs on the website dedicated to this course through computer "hacking" or in any other manner.

I will not use the university information technology system in any manner that violates the UNT nondiscrimination and anti-sexual harassment policies. Further, I will not use the university information technology system to engage in verbal abuse, make threats, intimidate, harass, coerce, stalk or in any other manner which threatens or endangers the health, safety or welfare of any person. Speech protected by the First Amendment of the U.S. Constitution is not a violation of this provision, though fighting words and statements that reasonably threaten or endanger the health and safety of any person are not protected speech."

ADA Policy

The University of North Texas makes reasonable academic accommodations for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable 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 reasonable accommodation for every semester and must meet with each faculty member before implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the student's privacy. For additional information, refer to the Office of Disability Access website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.

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 & 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.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunities to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (<https://deanofstudents.unt.edu/conduct>) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect

account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (<https://it.unt.edu/eagleconnect>).

Student Evaluation Administration Dates

Student feedback is an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14, and 15 of the long semesters to allow students to evaluate how this course is taught. 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 stating that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex and, therefore, prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist students who have been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other available resources both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be reported confidentially to the Title IX Coordinator at oeo@unt.edu or (940) 565-2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An online or distance education course is a course that is offered principally through the use of television, audio, or computer transmission, including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experiences integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure whether to participate in an on-campus experiential component for this course, they should contact the UNT International Student and Scholar Services Office (telephone: 940-565-2195 or email: internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class, and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the [UNT System Permission, Waiver, and Release Form](#)

Transmission and Recording of Student Images in Electronically-Delivered Courses

This course may employ lecture capture technology to record Zoom meeting sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

Syllabus Change Policy

Changes to the syllabus may be needed to update course information such as changes in due dates. Such changes will be disseminated via Canvas announcements.