

MKTG 3651.001 – Foundations of Marketing Practice for Non-Business Majors, Fall 2025

Course Meeting Time and Location

Mondays & Wednesdays 12:30PM – 1:50PM, BLB 155

Instructor Contact

Name: Richmond Reyes

Office Location: Hurley 320A

Office Hours: Monday 9:00AM – 10:00AM (in-person) or by appointment

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Course Description

This course takes place in-person (face-to-face) and will require rigorous individual study for success.

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 is designated for non-business majors.

Textbook (Required)

Marketing 21st Edition by William M. Pride & O.C. Ferrell.

ISBN-13: 9780357984260

NOTE: Cengage Mindtap is *NOT* required.

Course Objectives

Successful completion of this course will allow students to:

1. Understand basic concepts and techniques related to marketing
2. Discuss the impact of marketing on business functions, the economy, and society
3. Explain how to create opportunities and value using the marketing mix

Tentative Course Schedule & Grading

Course Schedule

Week Beginning	Required Reading	Notes
August 18	Chapters 1 & 4	
August 25	Chapters 2 & 3	
September 1	Chapter 5 & 6	No class 9/1 (Labor Day)
September 8	Chapter 7	
September 15	Chapter 8	
September 22	Chapter 10	
September 29	Chapter 14	
October 6	NONE	MIDTERMS
October 13	Chapter 11	
October 20	Chapters 12 & 13	
October 27	Chapter 15	
November 3	Chapter 16	
November 10	Chapter 17	
November 17	Chapter 19	
November 24	Chapter 20	No class this week (Thanksgiving Break)
December 1	NONE	FINALS

Grading Breakdown

Graded Item	Percentage of Final Grade
Homework	10%
Quizzes	20%
Midterm	30%
Final Exam	40%
Total	100%

Final Grades:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = Less than 60%

Course Policies

E-Mail and Communication

Students are required to utilize the UNT email account assigned to them by the University. It is the student's responsibility to activate the account and keep it current. Communication and appointment setting with students must occur using the UNT email system. I strongly advise checking your UNT email daily.

Academic Integrity

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 (including but not limited to utilization of AI when not expressly given permission to do so) on quizzes, examinations, homework, and research papers and case analyses. Use of Artificial Intelligence (AI) programs or Large Language Models (LLM) in part, whole, or as an assistive tool in this class will be deemed a violation [UNT Policy 06.003, Student Academic Integrity](#) and may result in penalties including, but not limited to, a zero on the assignment or failing grade in the course.

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.

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 as plagiarism. You must synthesize this material in your own words and provide a footnote. I will specify what materials, if any, may be used on the tests and 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.

Attendance

Attendance is not graded directly but all in-class activities including quizzes, examinations, knowledge checks, and demonstrations that are missed as a result of non-attendance may not be made up without prior approval by the instructor. If you expect to be absent for an extended period, please let the instructor know as soon as possible. It is the responsibility of the student to inform the instructor about their absences. Visit the [University of North Texas' Attendance Policy](#) for additional information.

Quizzes & Exams

Quizzes may occur at any time during class. They may also occur more than one time per class. If multiple quizzes occur during a class, students must complete all quizzes in that session to receive any credit for any of the quizzes. After 2 missed quizzes, a 3% deduction on the final grade will be applied for each additional quiz missed.

The final exam will be cumulative.

Class Participation

Students are expected to be prepared by reading the appropriate materials **prior to class** so that they can participate in group discussions and other works assigned in the class. In organizations where more work is done in teams, an important part of a person's contribution is the way he or she participates in meetings. Unless required as per an official UNT disability accommodation request, photo, video, or audio recordings of any kind is strictly prohibited in the classroom.

Emergency Notification and Procedures

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

Accommodations

The University of North Texas makes reasonable accommodation for students with disabilities. Students seeking reasonable academic accommodations must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the student will request their letter of accommodation. ODA will provide faculty with a reasonable accommodation letter via email to begin a private discussion regarding a student's specific needs in a course. Students 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 prior to implementation in each class. Students are strongly encouraged to meet with faculty regarding their accommodations during 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 privacy of the student. For additional information, refer to the [Office of Disability Access website](#).

Syllabus Change

The instructor reserves the right to make changes to this course schedule. It is the student's responsibility to make note of these changes as announced in class or to be aware of these changes as they are posted in Canvas.