

COURSE NAME: MKTG 3651 FOUNDATIONS OF MARKETING PRACTICE
Summer 5W2 2026 (June 22 – July 24)

INSTRUCTOR: Dr. Shelli Boydston

OFFICE: Online

E-MAIL ADDRESS: Shelli.Boydston@unt.edu

OFFICE HOURS: Via Zoom (by appointment) – *Please email me with any questions, concerns, etc. I will always do my best to respond promptly (especially between the hours of 9 am and 4 pm Monday – Friday). If you would like to meet, we will set up a Zoom meeting that works with your schedule.*

SECTION: 407 - Asynchronous

MEETING TIME: N/A (Online)

REQUIRED TEXT: *Principles of Marketing* v5.0, FlatWorld (2023)

PURCHASE HERE: <https://students.flatworldknowledge.com/engage/courses/2618369> (\$37.95)

**Please use Google Chrome when using the textbook and online resources*

COURSE DESCRIPTION:

Survey of marketing concepts and practices and 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. Students will gain practical insights into why firms produce products/services and choose to develop new products/services, and how these products/services are ultimately targeted, positioned, branded, priced, distributed, and promoted/communicated to consumers/customers – existing and potential. The knowledge and decision-making skills acquired in this course will provide students with the sort of general marketing understanding that will enable them to interact effectively in the broader business environment – profit and not-for-profit. To that end, after completing this course successfully, students should gain the following learning outcomes:

LEARNING OUTCOMES:

- Students will understand the concept of value, and recognize the fundamental activities of marketing and components of the marketing mix.
- Students will recognize components of the strategic planning process and marketing plans.
- Students will be able to set objectives, evaluate environments, and analyze marketing strategies.
- Students will know what a value proposition is and how to develop a personal value proposition.
- Students will appreciate customers in terms of segments, behavior, use, and needs.
- Students will recognize marketing research tools and the marketing research process.
- Students will identify social responsibility and ethical issues to understand the effects of marketing decisions.
- Students will be aware of cultural differences, the global marketplace, and marketing strategies.

CLASS SCHEDULE AND TOPICS: (See table)

Topics to be covered will be posted on Canvas weekly and will follow the table below. Every class topic (chapter reading) will be supplemented with flashcards, embedded videos, PowerPoint slides, optional case studies, and homework assignments. Additionally, office hours can be used (by appointment) to discuss any questions regarding the class or the material. These materials play a crucial role in fostering a comprehensive understanding of the course content. Additionally, attending classes online offers distinct advantages, including flexibility, time management, improved online and technological skills, and convenience. Engaging consistently in this class will significantly improve understanding of the topics, potentially leading to better academic performance and deeper insight.

ASSIGNMENT TYPES:

Assignment	Description	Points
Reading	Read the chapter	0
Flashcards	Chapter flashcards embedded within the chapters	0
Videos	70 videos embedded within the chapters	0
Review Questions	<i>Important questions to consider following each chapter sub-section</i>	0
PowerPoint Slides	PowerPoint slides for each chapter are available on Canvas – <i>A good study tool</i>	0
Homework Assignment (see full description below)	Multiple choice assignment for each chapter (<i>focus on learning</i> – 2 chances for each assignment) – 25 points per assignment	400
EXAMS (see full description below)	4 exams over 4 chapters at a time (note a Lockdown Browser with a webcam will be mandatory) – 150 points per exam <i>The Lockdown Browser will follow standard practices (detailed in the Lockdown Browser Canvas tab). It utilizes a webcam and facial detection. Cheating is unacceptable.</i>	600

HOMEWORK ASSIGNMENTS

There are 16 homework assignments in this course (1 assignment for each chapter). Once you have access to the textbook you will be able to complete all 16 assignments at your own pace. While there are due dates, nothing is stopping you from working ahead on the assignments. For each Homework, you have two chances to complete. Please note, that there is a late policy (below) where assignments must be completed within 24 hours of the due date. After this date, you will

not be able to receive credit, because the answers will be available at this time.

EXAMS

Exams will be open for a few days as indicated on the course schedule and Canvas. You must use a lockdown browser (please read the following paragraphs).

Exams cannot be opened or completed until students click on the lockdown browser “button.” However, completed exams will not be graded unless a camera from the device that students used to access CANVAS and link to the Exam is turned on to video students as they complete their exams. These videos will be reviewed after the completion of all exams to ensure that Students' eyes primarily remain affixed to one screen. I strongly recommend that students do not physically leave their screens during the allotted test time.

If video evidence reveals that certain students were too frequently looking away from their screens as they completed their exams, those students will be flagged and receive an email from the Professor (not that the Lockdown Browser automatically grades and rates these types of “looking away” actions). The email will explain what was observed and request that students set up a time to Zoom or talk with the Professor. Students will have the opportunity to explain to the Professor what happened that caused them to incessantly look away from their screens.

Depending on the nature of the conversation and actions taken during the exam a student may receive a zero score on that particular exam. If a student receives a zero on this basis they will have the right to “appeal” any decisions made by the Professor at this point. Students’ appeal processes should begin by contacting the Department of Marketing Department Chair. His name is Dr. Charles Blankson: Charles.Blankson@UNT.edu.

Please note there is nothing to worry about here so long as students do not cheat by accessing answers to exam questions from cheating sites such as Quizlet.

Web Camera issue: What happens if students’ tablets or laptops don’t have a camera affixed to them? (We all know all phones have cameras and students can surely access CANVAS via phones, so phones are not mentioned above.) While the probability of students’ devices not having a camera is unlikely, students would then have two choices. First, they could install a camera on their device before beginning the timed exam. Second, they can reach out to the Professor to discuss this issue and potentially take a timed essay exam.

If students miss an exam and can provide a verified University-approved excuse, they get a scheduled do-over. The nature and scope of University-approved excuses are described in the UNT Student Handbook. Please check should the need arise.

POLICY FOR LATE ASSIGNMENTS

Please submit all assignments on time. In the event that a Homework Assignment or Exam is late, there will be a 25% deduction on the grade for Assignments/Exams submitted within 24 hours of the due date, such that the maximum percentage you can obtain is 75%. For further

clarification, if a homework assignment is due on a Wednesday at 11:59 pm for full credit, if you submit it by Thursday at 11:59 pm you can still receive some credit (with a 25% deduction). However, after 24 hours you will receive a 0 on the assignment.

If you fail to take an exam by the deadline please email immediately me so I can open the exam up. Again, for the 25% deduction, it must be within 24 hours of the deadline. Again, after 24 hours you will receive a 0 on the assignment.

This does not apply to university-excused absences. Please contact me directly in these instances.

COURSE GRADING:

Grade	Numeric Range (%)	Grade Points
A	89 to 100	4.0
B	79 to 88	3.0
C	69 to 78	2.0
D	59 to 68	1.0
F	Below 59	0.0

CLASS SCHEDULE:

Summer 5W2 (5 weeks):	Topic/Material	Online Chapter Assignments	CANVAS Exams (with Lockdown Browser)
First Day of Class (June 22)	Acquire an online version of the textbook today. Learn how to access the textbook website to reach the online module assignments today.	<i>Students can always work ahead on Homework assignments</i>	
Week 1	Chapter 1 - What is Marketing? <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 1 Homework Due June 26 th at 11:59 pm	
Week 1	Chapter 2 – Strategic Planning <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 2 Homework Due June 26 th at 11:59 pm	

Week 2	Chapter 3 – Consumer Behavior: How People Make Buying Decisions <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 3 Homework Due July 1 st at 11:59 pm	
Week 2	Chapter 4 – Business Buying Behavior <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 4 Homework Due July 1 st at 11:59 pm	EXAM 1 (Chapters 1-4) Due on July 5th at 11:59 pm (opens June 30th at 9:00 am) Lockdown Browser
Week 3	Chapter 5 – Market Segmenting, Targeting, and Positioning <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 5 Homework Due July 8 th at 11:59 pm	
Week 3	Chapter 6 – Product and Service Decisions <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 6 Homework Due July 8 th at 11:59 pm	
Week 3	Chapter 7 – Developing and Managing Offerings <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 7 Homework Due July 8 th at 11:59 pm	
Week 3	Chapter 8 – How Marketing Channels Can Be Used to Create Value for Customers <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 8 Homework Due July 8 th at 11:59 pm	EXAM 2 (Chapters 5-8) Due on July 12th at 11:59 pm (opens July 6th at 9:00 am) Lockdown Browser
Week 4	Chapter 9 – Using Supply Chains to Create Value for Customers <i>Please read the chapter, use flashcards, watch embedded</i>	Chapter 9 Homework Due July 15 th at 11:59 pm	

	<i>videos, and see PowerPoint slides</i>		
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Week 4	Chapter 10 - Gathering and Using Information: Marketing Research and Market Intelligence <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 10 Homework Due July 15 th at 11:59 pm	
Week 4	Chapter 11 - Integrated Marketing Communications and Traditional Media Marketing <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 11 Homework Due July 15 th at 11:59 pm	
Week 4	Chapter 12 – Digital Marketing <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 12 Homework Due July 15 th at 11:59 pm	EXAM 3 (Chapters 9-12) Due on July 19th at 11:59 pm (opens July 13th at 9:00 am) Lockdown Browser
Week 4	Chapter 13 – Professional Selling <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 13 Homework Due July 21 st 11:59 pm	
Week 4	Chapter 14 – Customer Satisfaction, Loyalty, and Empowerment <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 14 Homework Due July 21 st at 11:59 pm	
Week 5	Chapter 15 – Price, the Only Revenue Generator <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 15 Homework Due July 21 st at 11:59 pm	

Week 5	Chapter 16 – The Marketing Plan <i>Please read the chapter, use flashcards, watch embedded videos, and see PowerPoint slides</i>	Chapter 16 Homework Due July 21st at 11:59 pm	EXAM 4 (Chapters 13-16) Due on THURSDAY July 23rd at 11:59 pm (opens July 19 th at 8:00 am) Lockdown Browser
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Course Technology & Skills:

Minimum Technology Requirements:

- Canvas Learning Management System
- UNT Email
- Microsoft Office 365: <https://outlook.office.com/>
- Google Docs: <https://docs.google.com/>
- Zoom App: <https://zoom.us/>
- Adobe Reader: <https://get.adobe.com/reader/>
- Computer with an Internet connection
- Web-camera and/or ability to videoconference and record videos
- Web Browser such as:
 - Google Chrome: <https://www.google.com/chrome/>

Computer Skills & Digital Literacy:

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using spreadsheet programs
- Using presentation and graphics program

Rules of Engagement:

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- Refrain from harsh language based on personal attributes. Rude or unprofessional messages won't be replied to.
- Show respect to instructors and classmates in all communications, even during disagreements.
- Use correct names and pronouns for everyone.
- Share from your own experiences using "I" statements. Challenge ideas, not individuals.
- Avoid using all caps, humor, or sarcasm in digital communication.
- Don't use "text-talk" unless allowed by the instructor.
- Proofread your posts and fact-check sources.
- Consider the long-term visibility of online posts before you type.

Assignment Policy:

Please refer to the course schedule for the actual start and end dates for each assignment.

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents

students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number.

The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Examination Policy:

For those students who have a legitimate, documented excuse for missing an exam, a make-up attempt will be offered. If you lose your Internet connection during an exam, please be sure to contact me immediately. If you have issues accessing Canvas, please contact the Student Helpdesk and document the remedy ticket number before contacting me.

These assignments must be done with a Lockdown Browser.

Syllabus Change Policy:

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.

UNT Policies**Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct the online class or other students' opportunity 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 meet with the Chair of the Department and myself. We may refer the student to the Center for Student Rights and Responsibilities 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. The Code of Student Conduct can be found at www.unt.edu/csrr. The UNT COB complies with the Americans with Disabilities Act. Reasonable accommodations are made for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible.

Academic Integrity:

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 from admonition (a warning) to expulsion from the University.

Some of the most common examples of academic integrity violations include plagiarism or cheating, such as unauthorized assistance on examinations, homework, research papers or 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 instructor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable in some way for known academic integrity violations in a group assignment. Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking exams; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, or carrying out other assignments; or (3) the use of unauthorized notes for use in exams, looking at another student's exam answers, allowing another student to look at your own exam answers, or requesting or passing of information during the exam. Please be certain to cite any reference. Materials copied verbatim must be in quotation marks with a correct citation documented within the text. This applies to all materials taken from Internet sites. Another example of academic dishonesty relates to improper attribution. When preparing your assignments, you must cite all outside sources in the manner requested by your instructor. 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 not appropriate. You should synthesize this material in your own words and provide a footnote.

Your instructor 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 a meeting to discuss academic integrity violations and potentially issue sanctions mentioned above, and may result in ineligibility for academic scholarships. The use of online assistance, such as sites commonly used for finding homework solutions, 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 a request to discuss suspected academic dishonesty when 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's participation. 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.

ADA Policy

UNT makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one'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 (<https://disability.unt.edu/>).