


**UNT University College of Business Undergraduate Course Syllabus**  
**MKTG 3650 – All Sections – Dr. Mims**  
**Class begins online August 14<sup>th</sup> and ends on May 5<sup>th</sup>**  
**This is Blended course meaning both Online and Face to Face**

*Get to know your instructor and how to reach her:*

Name of the Instructor: Tina C. Mims, Ph.D, IES®, GAC, ASB  
Title: Lecturer  
Contact:  call or text me- 469-951-3200 or 4699513200@tmomail.net (text or calling is preferred method of contact)  
Office Location: TBD  
Office Hours: Text me, or arrange appointment by Zoom, Messenger, Skype®, or by phone  
Course Dates: For Face to Face Meeting Dates – See Canvas.  
Section 070, Monday night's 6-7:20pm COLLIN HIGHER EDUCATION CENTER, 3452 SPUR 399, MCKINNEY, TX 75096  
Section 501, Tuesday afternoon 2 – 3:30pm FRISCO CAMPUS 2811 INTERNET BLVD., FRISCO TX 75034 – ROOM 161  
Course Credits: 3 hours- This course is for Junior classified students or higher.

**Course Description: MKTG 3650 - Foundations of Marketing Practice**

**Course Prerequisite:** Must be at a Junior classification or higher for this course.

**Course Catalog 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.

**Student Learning Objectives:**



Upon successful completion of this course, students are to:

1. Identifying how marketing is useful to a company and to society
2. Obtain a working knowledge of basic marketing terminology and concepts. Exams emphasize a basic understanding of the major terms and concepts to ensure that students know the “language of marketing.”
3. Explain the elements in the marketing mix and how each of these impact planning
4. Determine where marketing plans fit within the business planning process and strategic planning process in larger firms
5. Describe the scope of the job faced by marketing managers in today's complex and highly competitive global business environment

Each of the above student learning outcomes must be performed at an appropriate level as stated in each course assignment requirements, grading scale or rubric.

**Methods of instruction:** In this class there is a combination of activities to do **each week** that may include any of these: Quizzes (or tests), Exams, Discussions, Assignments, Labs, Writing Assignments. There are or may be in class quizzes, writing assignment, activities, research and reports. There is one (1) major project for students to demonstrate their knowledge of marketing. All work submitted in this course is for an individual grade, *but students are required to work in groups for the major project*. This means that students are expected to conduct themselves with their group as a fully participating group member. An individual student's grade **WILL** be negatively impacted by peer review reports indicating a lack of participation by any group member. The instructor reserves the right to remove students from groups or assign students to groups. The instructor also uses an active learning method called “Student Leadership” explained online and in class.

Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times.

**\*\*This course does not include instruction on using CANVAS, any MS technology, APA style guide or library resources.\*\***

## Materials (what you'll need in this course)

### REQUIRED TEXTBOOK:

TITLE: MARKETING FROM SCRATCH

AUTHOR: Strutton and Thompson

EDITION: Second (2e)

ISBN 9781465298942



**REQUIRED ONLINE ACCESS:** To chapter practice exams (see grades) are delivered online and are available via the website associated with the text. Access to this website is via an access code provided with your copy of the text.

Great River Learning <https://www.greatriverlearning.com/students>

Customer Service for Students email: [websupport@greatriverlearning.com](mailto:websupport@greatriverlearning.com)

**Software and Mobile application suggestions for success:** MSWord, MS PowerPoint, MS Excel, GroupMe, GoogleDocs

A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. Be aware that the same textbook may also be available from an independent retailer, including an online retailer.

**This course does not include instruction in using Canvas, using Office software, using Great River, how to use University of Texas Library resources and databases.**

## Be Prepared for Success in this Class:

### COURSE PREPARATION REQUIREMENTS

Prerequisite skills for this course-Junior level classification

Expectation is that students have the following abilities for performance:



1. Can read, write, and perform math at a undergraduate sophomore or higher level
2. Specifically, can add, subtract, multiply and divide
3. Sufficient study skills
4. Sufficient time management skills
5. Knowledge of CANVAS its uses, and technical requirements
6. Ability to research using UNT Library databases and other credible resources
7. Ability to prepare for exams
8. Demonstrate adequate understanding of material
9. Utilize the grading rubrics made available
10. Profit from all materials made available to the student
11. Participate/attend in the online and face to face classroom (when/if this class meets in person)
12. Follow and use the APA in-text citations style and the APA Reference list style



Expectation is that students will apply their own judgment to the course material when preparing their responses on any required graded task. Some questions may require application of required reading and viewing material; therefore, expect to use your best judgment to apply course information.



Expectation is that students will manage their own schedule, be aware of the due dates and times in the course schedule, understand that each module contains its own unique combination of graded tasks.

The first two modules are open now. The instructor will open the remainder of the class modules via announcement in class and online. Once all Modules are open, Students can see, move ahead, **but may not fall behind**. Every effort for accuracy is applied to present the content of this syllabus and CANVAS. Any typos are unintentional. The syllabus will be the guide for any concerns that may arise. Please provide a courteous heads up to Dr. Mims if there are any typos and broken links to repair=).

Expectation is that students have or know how to download free 'readers' for reading/using MSOffice2007/2010 applications or PDF file formats. Contact Help Desk at <https://it.unt.edu/helpdeskfaq> for any assistance. The instructor for the course uses MSOffice 2013, Office 365, Adobe XPro and Adobe XIPro.

**TECHNOLOGY** UNT provides students with support via the UNT web (information available 24/7) and the helpdesk (940) 369-7394, **hours posted on UNT web**. Campuses also have computer labs for student use of necessary equipment for this course. Great River provides help at [websupport@greatriverlearning.com](mailto:websupport@greatriverlearning.com)

Other materials students may need: video/audio player as well as a video/audio recorder, mobile applications.



This course **does not** include instruction in using Canvas, using Office software, using Great River, nor how to use University of Texas Library resources, databases, nor APA citation styling even if required in the course. Please review the objectives of the course and course description for the instruction provided.

Here is the technology expectation from the instructor with every student:



You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access the CANVAS, Great River/WebCOM or group communication applications. You, the student, are responsible for obtaining and maintaining any equipment and ancillary services needed to connect to or access any materials provided in the course by the instructor.

You, the student, are responsible for your access, including without limitation, working hardware, software, internet service, cable, modems, or telecommunication capacity necessary to attend the course online or face-to-face. You shall be solely responsible for ensuring that the equipment you choose to use and ancillary services are compatible with the CANVAS, the UNT website, UNT library site, any course materials provided and software required.

This particular instructor has a zero-tolerance policy for technology excuses. Reasons that support this zero tolerance policy is: 1) sufficient resources are available to check the system the student chooses to use, 2) it is the student's decision when, where and how they desire to access course materials, 3) the student agrees before beginning any test in CANVAS they understand there are no resets, and 4) the *student has an obligation to fix* any technology issues *before making additional test attempts* at any time – this requires time management skills on the part of the student.

## GRADING

Each module has its own unique combinations of requirements. Best student practice is to review every module once all modules are opened to become familiar with the content.

**There is no curving in this course.** The following scale describes the assessment of the student's performance. Students encouraged to read the grading rubrics in CANVAS.

Students may expect a grade relative to their accuracy, demonstration of meeting learning objectives, contribution to class, meeting syllabus/rubric/assignment/university requirements and results from peer assessments.

Grading Rubrics available in CANVAS explain expectations for Written Assignments/Projects and Discussion Forums.. Students are expected to make use of and profit from the materials provided in this course, and University support services such as online learning courses, LYNDA, Helpdesk, Write Cite, to name a few.



There are GROUP GRADES in this course. Students individual grade will be negatively impacted by the survey results of a poor peer review.

### ACCEPTABLE FILE FORMATS:

This course uses **APA in-text and reference section citation style**. A cover sheet is only required on the project(s). Please note that the only acceptable file **types** for any written assignment submitted for grading are single or double spaced, 12-point font please:



- MSWord (.doc or .docx)
- PDF
- MS PowerPoint
- MPEG4

### Caution: GRADES OF ZERO ARE ISSUED TO STUDENTS ON REQUIRED ACTIVITIES BY:



1. Emailing any graded requirement to the instructor, under no circumstance email any work
2. Failing to complete all graded tasks on time *by the end of the Module*
3. Failing to exit the tests by the allotted time provided,
4. Failing to make best effort on each and every test attempt,
5. Making any copy or “print screen” of any test questions,
6. Sharing quiz content with classmates,
7. Using references that are from wiki’s or crowd sources,
8. Plagiarizing, plagiarizing is a serious civil and criminal offense under Title 17 U.S. Law
9. Failing to upload files as required,
10. Missing the Module deadline for all activities required in the Module, and
11. Failing to submit their work in the acceptable file formats listed above when asked.

**EVERY GRADED DEADLINE IS AT 11:59:00 PM CENTRAL TIME**

For more technical information or help, contact the Help Desk if you are unfamiliar with attaching a file in CANVAS when asked for a written assignment, finding and participating in the discussion board (if required in the course) or any other technical support question such as the exam freezing up, browser incompatibility, format types etc.

**For Great River assistance, contact their help desk at [websupport@greatriverlearning.com](mailto:websupport@greatriverlearning.com)**



**N-ETIQUETTE:** Students should at all times provide a professional approach with classmates and instructor. The instructor reserves the right, through UNT policy for acceptable behavior, to remove any posting or reply in a discussion board if the posting is deemed inappropriate or fails to follow acceptable professional decorum. My hope is this class is N-Etiquette perfect! Class-room etiquette is explained in your UNT Student Handbook.

## COURSE SCHEDULE

Detailed Course Schedule is Published in CANVAS. The class is constructed into “modules”. Each module contains a unique combination of tasks. Students are expected to manage their own time to participate on time in this course. To that end, a simple schedule is maintained:

1. Each module deadline is Central Time (USA).
2. Each deadline/every deadline closes at 11:59:00p.m.
3. Every week has requirements, to keep up in the course, meeting the weekly requirements is necessary to reduce student stress and adequately absorb the material
4. Every module contains a unique combination of activities due by that module’s due date.
5. Every module is open after the instructor makes the announcement they are all open.
6. Every quiz/lab in Canvas has forced time limit.
7. Every quiz/lab in Canvas must be completed on the first attempt.
8. Every quiz/lab in Canvas attempt must be **the student’s best effort**.
9. Three attempts available on all quizzes/labs in Canvas highest grade prevails
10. Great River testing has unlimited attempts before the Module deadline, highest grade prevails
11. **Absolutely No resets of tests** quiz/labs in Canvas -contact UNT Help Desk if you had a technical issue **before** making a second (or another) attempt on a quiz/test/lab in Canvas.
12. Students may move ahead at their own peril, but missing MODULE deadlines for any or all activities in the Module means receiving a zero. Example: Week 1 – test is due by Sunday, January 20th before 11:59:00PM – however students will not earn a zero for missing this test until Module 1 is closed on Sunday, January 27<sup>th</sup> before 11:59:00PM – Student attendance is noted via observing when students complete graded requirements.



## GRADING SCALE

Based on the total number of possible points for this class, this grading scale applies (recall no curving):

Grading Scale
" A " = earning 90% or more of all required points possible
" B " = earning 80% - 89% all required points possible
" C " = earning 70% - 79% all required points possible
" D " = earning 60% - 69% all required points possible
" F " = earning 59% or less all required points possible

## GRADED ACTIVITIES, VALUE IN THIS COURSE and TOTAL POINTS POSSIBLE:

	# Activities	Point Value Each	Total Course Value in Points
Chapter quizzes/Practice tests (Great River Access Code Required)	18	25	450
Discussion Forums	4	25	100
Mid-term Exam	1	100	100
Peer Review Surveys (Points are the average of what your group members give YOU working with YOUR team)	2	25	50
Certification (Your Choice Among Selections Given in Canvas)	1	100	100
Final Exam (There MAY be a substitute Activity)	1	100	100
Project	1	100	100
<u>Total Possible Course Points</u>			<u>1000</u>

Note: Any Student Leadership Points earned may not be substituted for Discussion Forums, Mid-Term Exam, Certification, Final Exam nor the Group Project.

**At any time, the instructor may give students in-class tests, lab or writing assignments or reflection questions to assess the student's knowledge during the course . Again, *these are un-scheduled*, but may used as substitutable grades for Chapter quizzes and or bonus points. Attendance is NOT Graded, but is essential to obtain all materials in this course to pass graded tasks.**

Students are given Grading Rubrics for Graded activities in the First Module. Questions on how grades are determined must be cleared up with Dr. Mims before the end of the First Module deadline.

Here is our schedule as of Jan. 14, 2019- Subject to change depending on the Cohort. Dr. Mims will announce in changes in class and in Canvas if and when any changes are made to this schedule:

Module #	Subjects	Deadline (meaning all requirements must be completed to avoid a zero)	Deadline time:
Module 1	Syllabus, Course Policies, Ch. 1 and 2, Grading Rubrics, Plaiagarism	Sunday, January 27, 2019	Before 11:59:00PM
Module 2	Chapters 3, 4 and 5 and related material, resouces for industry evaluation	Sunday, February 10, 2019	Before 11:59:00PM
Module 3	Chapter 6, 7, 8 Possible Bonus Pts Assignment - SONA Lab, related material	Sunday, February 24, 2019	Before 11:59:00PM
Module 4	Chapter 9, 10, 11 and related material	Sunday, March 17, 2019	Before 11:59:00PM
Module 5	Chapters 13, 14, 15 related material	Sunday, April 7, 2019	Before 11:59:00PM
Module 6	Chapter 16, 17, 18 related material, Certification required for Certification Grade due	Sunday, April 21, 2019	Before 11:59:00PM
Module 7	Major Project	Sunday, April 28, 2019	Before 11:59:00PM
Module 8	Final Exam	Sunday, May 5, 2019	Before 11:59:00PM

Students should contact the instructor well in advance of a deadline to seek counsel or if they are having difficulty with understanding the content. This course does not include instruction on CANVAS, how to use the library, conduct or use databases for research, nor how to use technology required for the course such as Microsoft office applications.

Group work is a violation of academic integrity on any type of test question(s). Any such activity revealed that violates academic integrity on tests is immediately reported to UNT according to academic policy. Students that demonstrate intentional poor efforts on tests/exams to learn test content may be reported to the Dean of Students for academic integrity investigation. Students must be capable of using Respondus Lockdown Browser on all Multiple Choice (MC), True False (TF) and Multiple Answer (MA) test questions in this course. See Schedule & CANVAS for more detail.



Attendance is not graded- **but is monitored**. Expectation is that students access and complete weekly requirements. See UNT Attendance Policy for absences.

Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times.

## STUDENT LEADERSHIP

As indicated under instruction methods, Student Leadership is a voluntary activity that students can use to demonstrate their knowledge about the course content. Student Leadership is described in a Powerpoint presentation, our first face to face class discussion, and is only available after the cohort is clear on how this activity based learning method works. The instructor reserves the right to remove this method of learning.

## COURSE POLICIES – University Policies



**Disability Support Policy Statement:** If you anticipate the need for reasonable accommodations to meet the requirements of this course, you must register with the office of Disability Assistance in order to obtain the required official notification of your accommodation needs. If needed, please plan to meet with me by appointment or during office hours to discuss approved accommodations and how my course requirements and activities may impact your ability to fully participate by the end of the first week of the course.

**Academic Integrity:** Honesty in completing assignments is essential to the mission of the University and to the development of the personal integrity of students. In submitting graded assignments, students affirm that they have neither given nor received unauthorized assistance, and that they have abided by all other provisions of the Code of Conduct in the UNT Student Handbook. Cheating, plagiarism, fabrication or other kinds of academic dishonesty will not be tolerated and will result in appropriate sanctions that may include failing an assignment, failing the class, or being suspended or expelled. Suspected cases in this course may be reported to Student Life or the Dean of Students directly. The specific disciplinary process for academic dishonesty is found in the UNT Student Handbook. The UNT library link, “Avoiding Plagiarism,” will aid students in completing their written assignments (if any) with integrity. **The instructor has zero tolerance on plagiarism issues and will issue zeros. Students must provide appropriate citations in APA format-with the requirements for spacing/font indicated in this syllabus. This course uses APA in-text citation style.**

In an effort to ensure the integrity of the academic process, University of North Texas vigorously affirms the importance of academic honesty as defined by the Student Handbook. Therefore, in an effort to detect and prevent plagiarism, faculty members at University of North Texas may use a tool called Turnitin to compare a student’s work with multiple sources. It then reports a percentage of similarity and provides links to those specific sources. The tool itself does not determine whether or not a paper has been plagiarized. Instead, that judgment must be made by the individual faculty member.

**Instructor’s practice in this course is:** All required assignments in this course may be checked for plagiarism using Turnitin.com, Dustball or other plagiarism checking tools. There is a zero tolerance for plagiarism.

**UNT Attendance/Absence Policy:** Consistent and attentive attendance is vital to academic success, and is expected of all students. Grades are determined by academic performance, and instructors may give students written notice that attendance related to specific classroom activities is required and will constitute a specific percentage of students’ grades. Attendance is not graded, but absences are monitored for student’s overall performance.

Absences do not exempt students from academic requirements. Excessive absences, even if documented, may result in a student failing the course. An incomplete may be granted if the student has a passing grade, but only if the instructor determines that it is feasible for the student to successfully complete remaining assignments after the semester. Pursuant to university policy, student must apply for a university excused absence, following the procedure of the Dean of Students. Failing to provide documentation of an excused absence will earn a zero.

**LATE ASSIGNMENTS POLICY** No late assignments are accepted past the module’s deadline. This instructor’s policy is zero tolerance for late work or make up work. Reason: 1) every assignment has multiple upload attempts on papers, 2) every CANVAS test or LAB has three attempts permitted, 3) every Great River WebCom chapter test has unlimited attempts and 4) every Module is open after the announcement by the Instructor affording students to move ahead providing ample time to manage their own schedule. Make no assumptions for extensions, or incompletes for this class- UNT policies prevail at all times. Please review absence policy located at [www.UNT.edu](http://www.UNT.edu) search Absence Policy.

This is not a legal contract. It is an outline for this course in terms of its objectives, expectations, tasks and activities, schedule of classes, assessment and evaluation criteria. We will try to adhere to this as much as possible. However, depending upon the need of the particular cohort, the instructor reserves the right to change these plans, including adding/removing material, assignments, or assessments as well alter other policy requirements included in this document and/or announced in class.

Courtesy- Here is a List of Commonly used Support Services at UNT & phone numbers:

Help Desk	940-369-7394
Main Switch Board- Denton	940-565-2000
Business Librarian, Yvonne Dooley	940-565-2013

## POSTING OF FINAL COURSE GRADES

Each faculty member has the right to post or not post final course grades for each class to CANVAS. Final course grades provided to a student by a faculty member may not be relied upon as official.

Students may only access their official final grades online via the Registrar's Office. According to FERPA, faculty may not provide interim or final grade information to students via telephone, email, posting or any other source which might compromise student confidentiality.

☺ 'Repeating' a points, typos or complete goofs are unintentional. As a courtesy please, let me know if you see something that does not seem just right. Gratefully, Dr. M

Please remember to text me, yes, that's right , text me *if you need me to address a question, concern*. I am here to help you absorb the material in a multitude of methods because, not everyone learns the same way=). Please, please do not email me about course questions. I want to address your questions as quickly as possible in class or by mobile.

Please include your FIRST and LAST Name when you TEXT ME, AND the Course (i.e. Foundations, Retailing, Marketing, Info Systems, Finance). For all Foundations student that text me include your SECTION number =).

**Dr. Mims' cell is 469-951-3200**

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