

UNT Syllabus

MARKETING MANAGEMENT/MKTG 5150/Section 080

Spring 2

Begins March 18, 2024, ends 5pm Friday, May 10th.

Instructor Information

Dr. Tina C. Mims, PhD, IES©, GAC©, ASB (IES= Innovation Engineering Systems)

No physical office this semester, virtual office- hours by appointment. Reason: Traumatic injury.

How to Contact the Instructor:

NOTE: #1 -Best way to Reach Instructor Text - 469-951-3200 (feel free to text or call me)

#2- second way to reach instructor is sending an email to 4699513200@tmomail.net

#3 - Direct Message the instructor via GroupMe. Use this QR code to sign up to chat with classmates and the instructor:



IMAGE SOURCE: GroupMe- Used for Education

Or use [this GroupMe link to our Course this semester](#). I check GroupMe about once a day -GroupMe does not reveal your cell number.

Join our GroupMe the first week and introduce yourself.

If you send a Canvas in-mail - please expect replies within 4 or 5 days! (It is faster to use one of the above 3 methods to reach me.) If you send an email to any outlook account it may take within 4 or 5 days due to filters on the MSOffice account.

Please: Never-ever send a picture/snapshot/ or screenshot of any quiz/exam/test question-Reason - potential copyright and University Academic policy potential violations.

Do not send test question images to any professor/instructor nor teaching or graduate assistant.

Assistant Information

Ms. Sai Snigdha-Pothemshetty, contact information is **via Canvas in-mail**.

Course Description, Structure, and Objectives

100% Online - asynchronous

COURSE DESCRIPTION

MKTG 5150 - Marketing Management 3 hours

Application of concepts, tools, and procedures employed by practicing marketing managers. Specific attention is given to product development and management, promotion development and management, channel selection and management, physical distribution management, and price setting and management. Students acquire skills in the essentials of case analysis and written as well as oral presentation of their analysis. Oral presentations may be made using electronic media. Groups may be required. Prerequisite(s): MKTG 3650 or MKTG 5000; ACCT 5020; or consent of department.

If prerequisites are not met - a student will likely be dropped from the course. Please contact your advisor to insure you meet the necessary requisite.

COURSE LEARNING OBJECTIVES (CLO's)

The entire course, and each module's learning objectives (MLO's) along with all activities, center on achieving these overall course goals, so students may have confidence in these 6 (six) areas. By the end of the course, students will have achieved the following when performing at a high level of achievement:

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
6. Practice building an actionable Marketing Plan - this semester it will be for our client - Denton County MHMR

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.

How to Succeed in this Course

Graduate students need the following skills before beginning this course:

- The ability to read, write, communicate at Sophomore college grade level or higher with correct punctuation, spelling, grammar, and capitalization.
- The ability to add, subtract, multiply and divide.
- The ability to use Canvas. Students have support available under Help (there is a Where to Get Help section in Canvas – Syllabus) and [Student Guides for Canvas](#).
- The ability to use MSWord, MSPowerPoint, MSEXcel and a PDF application.
- Commitment to use all videos, audio recordings, all required reading, investigate URL's provided in this course to learn the subject.
- The ability to use the University Library resources or contact a librarian for help.

- The ability to conduct secondary research without relying only on search engines, by using public data and credible sources.
- Self-discipline to complete work before or by the due date and time.
- Time management skills to meet personal needs and course requirements during the number of weeks in this semester.
- Professional interaction skills with classmates and instructor. Review [UNT's Online Communication Guide](#).
- The ability to avoid simply quoting material – it is essential to demonstrate critical thinking and interpretation of credible sources.
- Ability to reach out to the right resources for help (librarian for library research help; helpdesk for Canvas+ Respondus + LinkedIn Learning; writing center for APA citation style or writing improvement).
- Ability to use Packback. (Hotlink provided to page describing Packback see Canvas – Syllabus – Skills needed for success page)

The instructor expects every student to have these skills, therefore, this course does not teach these skills in this class. Look to course objectives for what is taught in this course.

Where to get Help

Please see Course Learning Objectives for what the instructor/professor teaches in this class.

Respectfully be aware this course is not a class on how to use MSOffice apps, how to use Canvas, how to create an APA citation/reference, how to use Respondus, how to use the library, nor how to write at a Sophomore college level. Help is available via these resources:

TEXTBOOK HELP (We are using the 6th edition, published in 2016) Students that are using an e-book, renting directly from the publisher, or need help from the publisher for supplemental materials (supplements are NOT required in this course) please contact [Pearson Higher Education helpdesk for students](#).

TECHNOLOGY HELP For help with technology (Hardware, Software, [VMWare](#), [ZOOM](#), [Canvas](#), LinkedIn Learning, Respondus Lockdown Browser), our University has a terrific group to help you: [Contact Student Tech Support](#) 940-565-2324 [Mon-Thur 8am-9pm] [Fri 8am-5pm] [Sat 11am-3pm] [Sun closed] NOTE: Check website for up to date information on office hours or use the chat feature.

There is sufficient information for your success on how to use Canvas at the [Canvas Student Guides](#). Here are just a few of the most helpful links they have in the student guides:

[How do I use Conversations \(a.k.a. "Inbox"\) as a student?](#)

[How do I submit an online assignment?](#)

[How do I use Discussions as a student?](#)

[How do I view my grades in a current course?](#)

If you prefer videos, then here is a link to the [Canvas Student Video Guide](#)

WRITING HELP For help with writing (writing in formal language, writing at a Sophomore level, correctly using in-text citations or references to meet a citation style requirement), our University has a terrific group to help you. [Contact the Writing Center](#) 940-565-2563 or WritingCenter@unt.edu

LIBRARY HELP For help with using the UNT Library (finding databases such as 'Statista', trade journals, public data sets, Big Data information, or general help with secondary research), our University has a terrific group to

help you: [Contact the Library Helpdesk](#) at 940-565-3245 or AskUs@unt.edu or the librarian for Business, Ms. Dooley, at Yvonne.Dooley@unt.edu

Required Course Materials

Author(s) Kotler & Keller, Publisher is Pearson Higher Education

Print ISBN 13: 9780357721292, or ISBN 10: 0357721292

eText ISBN 13 9780357721377, or ISBN 10: 0357721373

Edition 6th, Year 2016 Under Texas law, students can buy materials anywhere.



IMAGE SOURCE: Pearson Higher Education used under Fair Use

SOFTWARE / HARDWARE REQUIRED You need a computer with a webcam for when we take any proctored exams using Lockdown Browser with Monitor (see Official Course Schedule).

Software needed includes MS Word, MS Excel, MS PowerPoint, and a PDF reader- Note: Ryan College of Business provides virtual access to all software requirements in this course [VMware](#), for additional help click this Help Button.

Official Course Schedule

Students are advised to:

- Never rely on the Canvas calendar for things to do,
- Never rely on the Canvas 'to-do' list for things to do,
- Open the 'COMPLETE' section each week,
- and to Mark your Personal calendars now for these due dates:

On the next page is the details of the official course schedule that include, what is due, when it is due, how many attempts, when it is late, if late work is accepted, how many points possible, percentage value in the course. Also, a categorization of the volume, type of assessment and value in the course is provided. Given 890 points possible, multiply by .9 (for 90%) a minimum of 801 points is needed for an A at the end of the semester.

OFFICIAL COURSE SCHEDULE - version MARCH 17, 2024 - MKTG 5150 - Spring 2 - 8 weeks online asynchronous						
Module # Week # (Open in sequence in Canvas)	What to do :	How Many Attempts	Points Possible	Due Date	Late Beginning	% Value in Course
Module 1 / WEEK 1	Syllabus Exam - 100% accuracy required	unlimited	75	24-Mar	25-Mar	8.4%
	Chapter 1 quiz- Marketing for New Realities	unlimited	15	24-Mar	25-Mar	1.7%
	Join GroupMe introduce yourself	n/a				
Module 2 / WEEK 2	Chap 2 quiz -Developing Mktg Strat. & Plans	unlimited	15	31-Mar	1-Apr	1.7%
	Chap 3 quiz - Mktg Insights & Forecasting Demands	unlimited	15	31-Mar	1-Apr	1.7%
	Client Case-Denton County MHMR - Assignment 1	unlimited	30	31-Mar	1-Apr	3.4%
	LinkedIn Learning Certificate #1 (read assignment details in Canvas-link under COMPLETE)	unlimited uploads	50	31-Mar	1-Apr	5.6%
Module 3/ WEEK 3	Chap 4 quiz - Long-term Loyalty	unlimited	15	7-Apr	8-Apr	1.7%
	Chap 5 quiz - Analyzing Consumer/Bus. Mkts	unlimited	15	7-Apr	8-Apr	1.7%
	Packback #1 (read assignment details in Canvas located under COMPLETE)	unlimited edits	50	7-Apr	No Late Submission	5.6%
Module 4/WEEK 4	Chap 6 quiz - Market segments & targets	unlimited	15	14-Apr	15-Apr	1.7%
	Chap 7 & chap 8 quiz (1 quiz /2 chapters) Brands	unlimited	30			3.4%
	This Midterm may or may not be a 'test' but may be an assignment for the Client. If a test the test will be Inside CANVAS -Mid-term Exam opens Thurs., Apr. 11th 12:00am (See Study Guide) Required Lockdown Browser with webcam	3 (three attempts if a test)	75	14-Apr	No Late Submission	8.4%
Module 5/WEEK 5	Chap 9 quiz - Product Strategy	unlimited	15	21-Apr	22-Apr	1.7%
	Chap 10 SKIPPED - Chap 11 quiz - Pricing strategies	unlimited	15	21-Apr	22-Apr	1.7%
	Packback #2 (read assignment details in Canvas located under COMPLETE)	unlimited edits	50	21-Apr	No Late Submission	5.6%
Module 6/WEEK 6	Client Case - Denton MHMR - Assignment 2	unlimited	50	28-Apr	29-Apr	5.6%
	Chap 12 quiz - Marketing Channels	unlimited	15	28-Apr	29-Apr	1.7%
	Chap 13 quiz - Retailing, Wholesaling & Logistics	unlimited	15	28-Apr	29-Apr	1.7%
	LinkedIn Learning Certificate #2 (read assignment details in Canvas-link under COMPLETE)	unlimited uploads	50	28-Apr	29-Apr	5.6%
Module 7/WEEK 7	Chap 14 & 15 (1 quiz/ 2 chapters) Communications	unlimited	30	5-May	6-May	3.4%
	Chap 16 quiz - Digital Communications	unlimited	15	5-May	6-May	1.7%
	Client Case - Denton MHMR - Assignment 3	unlimited	75			
	LinkedIn Learning Certificate #3 (read assignment details in Canvas-link under COMPLETE)	unlimited uploads	50	5-May	6-May	5.6%
Module 8/WEEK 8	Final (this may be a written assignment or a test) Opens Tue. May 7 closes 5pm Fri., May 10th.	if an exam, 3 attempts	110	10-May	No Late Submission	12.4%
	Total points possible:		890			100%
	3 Major Assessments (Syllabus, Midterm, Final)	260	29.2%			
	2 Packback Assignments	100	11.2%			
	3 LinkedIn Learning Certificates	150	16.9%			
	15 Chapter quizzes	225	25.3%			
	Client Assignments	155	17.4%			

Students will be notified by Eagle Alert if there is a campus closing that will impact a class and describe that the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy \(https://policy.unt.edu/policy/06-049\)](https://policy.unt.edu/policy/06-049).

How your Performance is Evaluated

NOTE: This course uses a variety of assessments to determine how well students are absorbing the Course Learning Objectives. This area provides an explanation on each type of assessment used this semester, explaining what students can expect for the criteria used to determine their performance.

Each different assessment allows the instructor to measure progress towards both course-level (CLOs) and module-level objectives (MLOs), outcomes, and competencies. Assessment is generally defined as any test, quiz, exam, assignment, or graded task for submission that requires the learner to demonstrate understanding and mastery of the subject for a given week/module.

MEASUREMENT TYPES, CRITERIA, & EXPLANATION

Packback assignments require each individual student to conduct good curious secondary research on a specific topic to investigate and report. Expectation is students are clear that student effort is measured by a Packback curiosity score. Students must make the effort to reach an 80 or higher curiosity score to be eligible to earn 100% of points possible. Students access the instructions and expectations for each Packback assignment via the link provided under 'Complete' in each module/each week. Remember - curiosity score is the measure of effort, not your grade. Students must reach an 80 or higher curiosity score to be eligible for full points.

When using Packback, students can monitor their effort by seeing this panel on their screen:



IMAGE SOURCE: Packback, Used with Permission

LinkedIn assignments require each individual student to earn a Certificate of completion and UPLOAD a copy of the certificate with their first and last name that matches the name of the student in Canvas. LinkedIn Learning are 'mini-courses' within this course to strengthen your knowledge of the material. LinkedIn Learning is included in your student fees, but you receive directions on how to achieve the LinkedIn Learning Certificate under the assignment link located in each Module. LinkedIn Learning Assignments to about one to one and one-half hours to complete and earn the certificate of completion. You can add the certificates of completion to your LinkedIn personal account and build your resume. Some Certificates include continuing education credits for Accounting, Project Management, Financial Services.



IMAGE SOURCE: UNT Library LinkedIn Learning from Dr. Mims' personal account

Written assignments, require each individual student (or pairs of students if we use pairs) to earn the most points possible based on their effort to address the task or challenge. Students are expected to use VIEW FEEDBACK in the grade-book under [Grades>Assignment Link> VIEW FEEDBACK](#). Remember-View Feedback is NOT the comment box and NOT the rubric feedback in the gradebook, it is an area where I type detailed information to help your success inside your submission.

Where a grading rubric is used, these rubrics-if or when given-provide details on how to earn points and students need to 'check their work' against this rubric before submitting for grading.

When any test/exam/quiz are required, students are given the amount of time allowed number of attempts possible, and the number of points possible. Check the Official Course Schedule for this semester right now. Any text/exam/quiz may have Multiple Answer (more than one answer is correct, and ALL correct answers must be selected for full credit), Multiple Choice, Matching, True/False, Formula, or Short Answer, type of questions. To demonstrate professional business skills, students must answer short answer questions posed with complete well-written, correctly capitalized, correctly punctuated sentences. **An immediate zero is issued if this minimum requirement is not met** on short answer questions, regardless if the content of the answer is correct. The reason for expecting complete sentences: Marketers must have excellent writing skills. Any test/exam/quiz may also contain Ordering or Categorization type questions as well as Formula questions (a written scenario is given with content to use for correct calculation of the answer). Please familiarize yourself with these Canvas questions types, as this course does not teach how to use Canvas. The Instructure community that created Canvas has a Student Guide that includes each different type of question possible and examples how to answer. Also see Help (in Canvas- Syllabus- Where to get Help).

COURSE REQUIREMENT -100% ACCURACY REQUIRED ON SYLLABUS/POLICY EXAM

Students must earn 100% accuracy on the Syllabus/Policy Exam before starting the course. 100% accuracy is required regardless if you are late.

100% accuracy means answering all questions perfectly, earning 100 points out of 100 possible points.

Students are provided unlimited attempts.

If a Multiple Answer question is asked, then students must select all correct answers to earn 100% accuracy.

The purpose of this 100% accuracy requirement on the Syllabus/Policy Exam is so each student demonstrates a clear understanding of the expectations of our syllabus, course schedule, evaluation criteria, absence policy, late policy, university policies, for success in the course. These course and university policies are essential to the success of any student, but, especially, to an online student experience.

Penalty for not earning 100% accuracy on the syllabus exam is a student is prevented from taking the Mid-term Exam.

ATTENDANCE

[University Policy 06.039 covers Student Attendance and Absence Policy](#)

However, this course explains expectations in each of these areas:

For student success, the professor /instructor opens about 2 modules at a time. Students may move ahead but may not miss any due dates.

Missing a due date is one absence. This is the instructor's official notice to students that missing any due date for any graded task is one absence. At 2 absences, students will likely be reached by the Dean of Students office. Reason: Graduate courses expect a high level of attendance for both face to face and online.

To help students with their attendance, students are afforded:

- A full and complete 'Official Course' schedule with due dates and graded tasks expected to be completed for successful managing of work/family/personal schedules.
- A complete list of what to do in each module.

Students are encouraged to open and work inside this course a minimum of 4 times each week for between 4 and 9 hours. Attendance is also measured by the amount of time spent inside Canvas each week but at this time is not graded for the amount of time spent inside Canvas.

ABSENCE POLICY FOR THIS COURSE:

Notice to students on specific course absence policy: The instructor/professor for this course considers students 'absent' when missing the due date on required graded tasks. The reason for this course policy is to have students moving through the material consistently. While students are encouraged to move ahead, students are discouraged from getting behind to avoid low grades and to reduce student stress. [SEE UNIVERSITY POLICY 06.039](#)

Students that miss any due date may be asked to contact the DeanOfStudents@unt.edu to obtain a university excused absence.

TIME OF DAY:

Any item due for submission is due by 11:59 pm central time for the day/date posted in the 'Official Course Schedule'.

EXCEPTION: Last day of class ends at 5pm central time.

Late Policy - Late Penalty

It goes without saying, an 8 week class to cover 16-weeks of material means:

- more chapters each week than a typical semester
- more time each week than a typical semester
- but the same learning goals!

Graduate students must be on-time and meet the due dates/times in the Official Course Schedule. However, if for any reason a student finds they need to submit late work, this is the late policy for this specific course:

LATE POLICY

Any submission after the due date earns 50% penalty per day late.

Exceptions to this policy include:

- Packback can never be submitted late.
- Midterm and Final cannot be submitted late.

For all other assignments, here is Example 1 how the late policy works:

Scrappy begins a quiz at 11:40 pm on February 28. The quiz is due by 11:59pm February 28 and has 30 minutes for completion.

Scrappy ends the quiz at 12:02pm on March 1st.

Scrappy is late because the quiz was due by 11:59pm February 28.

Sadly, Scrappy is penalized 50% for the late submission.

Here is Example 2:

Scrappy takes a chapter quiz multiple times before the due date and time and earns 75% of points possible.

Scrappy goes back, after the due date, and earns 100% accuracy.

Scrappy is late because the perfect attempt was made after the due date and time.

Each day Scrappy is late an additional 50% penalty is earned.

Finally, here is Example 3:

If time of day due is 11:59pm central, is 11:59:05 on time? The answer is NO. Any submission beyond 11:59:00 is late. Midnight is late.

Bottom line, any attempt that exceeds the time, or goes past the due date and time due is late, therefore earning the late penalty. Exceptions are Packback, Midterm, and Final can never be submitted late.

UPDATES- WHEN GRADES ARE POSTED:

If we have any of the following tasks, this is when you can expect grades to post:

- LinkedIn Learning Certificates (aka micro-credentials) - grades are posted about 2 days after the due date.
- Quiz/Test/Exam without short answer questions - grades are posted immediately.
- Quiz/Test/Exam with short answer questions - grades are posted within about 7 days after the due date.
- Google Analytics Certificates (aka micro-credentials) - grades are posted about 2 days after the due date.
- Packback - any student that is on time receives grades posted within 24 hours after the due date. Students that miss any Packback deadline earns a zero. No Late Possibilities.
- Written Assignments (any individual, group/team, or pairs of students) -grades are posted within about 5-7 days after the due date. Depending upon the size of the class it may take up to 2 weeks to grade everyone's work and provide detailed feedback.

Our grader that is helping this semester is Ms. Sai Snigdha Pothemshetty. We welcome her help with this semester!

HOW THE COURSE IS STRUCTURED (aka Organized) (audio included inside Canvas)

To begin, let's be clear on the two (2) different menus on your left. Because this course does not include teaching how to use CANVAS, students may want to make use of the UNT Learning Center Links to an external site. or by the CANVAS for Students Community

The first menu on your left is the GLOBAL CANVAS MENU for all your courses. The GLOBAL CANVAS MENU looks like this:



For this class, we have a COURSE MENU. Our COURSE MENU is also on your left and looks like this:

- [Home](#)
- [Syllabus](#)
- [Announcements](#)
- [Modules](#)
- [Packback](#)
- [Grades](#)
- [LockDown Browser](#)

Let's quickly cover an overview of what each COURSE MENU link contains:

Home	At the beginning of the semester this is the landing page for the course. A welcome message along with how to begin the class successfully is included.
Syllabus	REQUIRED. This is the official course syllabus containing course description, objectives, schedule of activities, required material & skills, how the course is organized, its structure & navigation, communicating with instructor & classmates, course & university policies, ADA support, where to find help, what types of assessments are used, when grades are updated.
Announcements	REQUIRED. Messages to the entire class are found here. Students can use their personal CANVAS settings for notification when announcements are posted. Announcements are important to read.
Modules	REQUIRED TO OPEN IN ORDER. Each Module contains the weekly activities for the course. An explanation of how the content in each module is organized is explained in detail below.
Packback	This feature is used for secondary research assignments that are a significant course grade. Students may find what to do under COMPLETE inside each week.
Grades	This link gives you access to your gradebook for this course.
LockDown Browser	If used, this link is where students will be able to install Lockdown Browser. Tests requiring LockDown Browser will include wording on the test's link "Requires Respondus LockDown Browser." See HELP inside Syllabus for additional explanation.

Next, for your ease of access, the course is organized in Modules and each Module is expected to be opened in order. Also, every page inside each Module is expected to be opened in the order they appear.

NOTE: Students that skip over pages may find it difficult to have access to material. Here is how each page inside each Module is organized:

COMPLETE	REQUIRED! WHAT TO DO TO EARN POINTS! USE LINKS HERE TO ACCESS WORK TO COMPLETE. Use these links to earn graded points or when offered bonus points. Only this section has the links for bonus points if offered. You may be directed to complete tasks within the integrated link for publisher's content using the MindTap application within our course and your direction to do so is listed here in this complete section. Again, students that fail to always come to this section to complete their work usually miss out and sadly miss graded or bonus points. Please let the instructor or assistant know if links are not working properly.
LEARNING OBJECTIVES	Each Module has Module Learning Objectives (MLO's) and these objectives are a deeper dive into each Course Learning Objective (CLO) to meet the Course catalog description. These MLO's relate to the content in the module provided for students to absorb new knowledge. Each Module builds upon the previous. Canvas is 'locked' so that students must move through the course - in order to prevent 'skipping around'. This means opening each page inside Canvas in sequential order.
READ	REQUIRED! Any time there is something provided under 'READ' students are expected to read, make notes, study, and do what is necessary for them to absorb the material to be successful in course tests/exams/assignments. The instructor specifically selected material to read for this course and students' success.
REVIEW	REQUIRED! Any time material to review is given, students are expected to open and review the material in such a way as to recall the content for review.
WATCH/LISTEN	REQUIRED! Any time a video or audio is provided the expectation is that students make use of the material. The instructor has selected these materials to add variety in the learning experience, Any video or audio may be included in any quiz/test/exam. Every effort to provide closed-caption or transcript is made Additional ADA support links are provided at the bottom of the page where audio or video files are included.
Occasionally you may see included in a Module:	
RESEARCH/ INVESTIGATE	If this section appears - then students are expected to open the material and complete the research or investigation posted.

----- Copyright Notice-----

"Every page, every image, every test question in this course carries or may carry a copyright protection by the textbook authors, LinkedIn, LinkedIn Learning authors, the instructor, or sources cited, therefore, students are to only use the material in this course for their personal use during the semester. No authorization is given to publish any material to a 3rd party without written consent from the instructor or authors." [Read more about Copyright Infringement.](#)

Required on every Syllabus

University of North Texas has these universal policies that apply to this Syllabus

1. 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.

2. ADA Accommodation Statement

UNT makes reasonable academic accommodation 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 at disability.unt.edu

3. Course Safety Procedures (for Laboratory Courses) NOTE: MKTG 3660 does not work in a laboratory environment.

While working in laboratory sessions, students enrolled in a laboratory type class are required to follow proper safety procedures and guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that UNT is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance. Brochures for student insurance are available in the UNT Student Health and Wellness Center. Students who are injured during class activities may seek medical attention at the Student Health and Wellness Center at rates that are reduced compared to other medical facilities. If students have an insurance plan other than Student Health Insurance at UNT, they should be sure that the plan covers treatment at this facility. If students choose not to go to the UNT Student Health and Wellness Center, they may be transported to an emergency room at a local hospital. Students are responsible for expenses incurred there.

4. 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 the UNT Learning Management System (LMS) for contingency plans for covering course materials.

5. 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 Blackboard 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.

6. Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a 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 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. The Code of Student Conduct can be found at deanofstudents.unt.edu/conduct

7. Access to Information – Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu
Links to an external site.. 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: eagleconnect.unt.edu/

8. Student Evaluation Administration Dates

Student feedback is important and 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 [insert administration dates] of the long semesters to provide students with an opportunity 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 that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

9. Survivor Advocacy

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 on the basis of 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 a student who has 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 resources available 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 non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.