Basic Information

UNT University College of Business Undergraduate Course Syllabus
MKTG 3650 – All Sections – Dr. Mims
Course begins online August 24th and ends on Dec. 6th
This is a 100% online course due to COVID reasons

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:	Prefer virtual via Zoom, otherwise my location is 399b in BLB
Office Hours:	Text me, or arrange appointment by Zoom, Messenger, Skype®, or by phone
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 course there is a combination of activities to do **each week** that may include any of these: Quizzes (or tests), Exams, Discussions, Assignments, Labs, Research, or Writing Assignments. All work submitted in this course is for an individual grade, *but students are encouraged to work together/study together.* Studying together is encouraged especially for 'lab/research/writing assignments'. There are no group projects this semester.
Please, make no assumptions for extensions, or incompletes for this course- UNT policies prevail at all times.
See Late Policy.

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

MATERIALS REQUIRED:

TEXTBOOK required:
  Foundations of Marketing, 8th edition
  Publisher -Cengage
  Authors- Pride & Ferrell
  ISBN – varies based on if you desire eprint, spiral bound, hard bound.

HARDWARE required:
 A computer with a Webcam (Please research support services at UNT if you need to check out a laptop)
SOFTWARE required:
 MSOffice Word, Excel, PowerPoint, Adobe
APPS required:
 Respondus – Lockdown Browser using MONITOR with Webcam

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, nor how to use University of Texas Library resources and databases.

Be Prepared for Success this semester:
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/or watch Zoom meetings.
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, late policy and times in the course schedule, understand that each module contains its own unique combination of graded tasks.

Students move through available modules/tasks sequentially. As the Instructor opens the remainder of the course modules announcements are posted. Students can see, move ahead, but may not fall behind. Students must complete work in sequential order to move through the course.

Every effort for accuracy is applied to present the content of this syllabus and CANVAS. *Any typos are unintentional*. The syllabus and syllabus schedule is "the guide" for any concerns or any confusion 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. UNT has limited number of laptops to check out that meet the technology requirements for this course, but is the student knows if they need this equipment and acts upon their needs immediately.

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, nor how to use University of Texas Library resources, databases, VMWare nor APA citation styling even if required in the course. Please review the objectives of the course and course description for the instruction provided during the semester to understand the reason the course does not include instruction on these peripheral items.

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. 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. 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 course, 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.

ACCEPTABLE FILE FORMATS:

This course uses APA <u>in-text</u> and <u>reference section</u> citation style. Please note that the only acceptable file **types** for any written assignment submitted for grading are single (1) or space and one-half (1.5) 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 in Canvas or via any emailing method.
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.

<u>EVERY GRADED DEADLINE IS AT 11:59:00 PM CENTRAL TIME</u>

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.

N-ETIQUETTE: Students must 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 course our N-Etiquette perfect! Etiquette is explained in your UNT Student Handbook.

COURSE SCHEDULE

Detailed Course Schedule is published in CANVAS. The course 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. Students must move through Modules in sequential order, only after completing requirements are new materials in the schedule available for you (In other words, as you complete requirements, new requirements turn themselves 'on').
6. Every quiz in Canvas has forced time limit.
7. Every quiz in Canvas must be completed on the first attempt.
8. Every quiz in Canvas attempt must be *the student's best effort*.
9. **Unlimited attempts available on all chapter quizzes in Canvas** highest grade prevails

Three attempts available on all EXAMs, highest grade prevails.
11. **<u>Absolutely No resets of tests</u>** 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. Unlimited uploads are provided for any assignment that requires an upload. All uploads must be completed before the "due" date/time.

GRADING SCALE

Based on the total number of possible points for this course, 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:

Course Schedule

Module:	Week		Tasks to complete:	Due day/date*	Module Close date**	Point Value
MODULE 1	Week	1	Syllabus quiz	Wednesday, September 2, 2020	Sunday, September 6, 2020	20
			Ch 1 quiz	Wednesday, September 2, 2020	Sunday, September 6, 2020	20
			Start Here Survey-Bonus	Wednesday, September 2, 2020	Sunday, September 6, 2020	
			Discussion-Bonus	Wednesday, September 2, 2020	Sunday, September 6, 2020	
	Week	2	Ch 2 quiz	Sunday, September 6, 2020	Sunday, September 6, 2020	20
MODULE 2	Week	3	*School Closed - Sept 7 - Labor Day*			
			Discussion-Graded	Wednesday, September 9, 2020	Sunday, September 20, 2020	20
			Part 1 - Chap 3	Sunday, September 13, 2020	Sunday, September 20, 2020	40
			Part 2 - Chap 3	Sunday, September 20, 2020	Sunday, September 20, 2020	40
MODULE 3	Week	4	Lab 1 - Graded	Wednesday, September 23, 2020	Sunday, October 4, 2020	75
			Ch 4-quiz	Sunday, September 27, 2020	Sunday, October 4, 2020	20
	Week	5	Ch 5-quiz	Sunday, October 4, 2020	Sunday, October 4, 2020	20
MODULE 4	Week	6	Discussion - Graded	Wednesday, October 7, 2020	Sunday, October 18, 2020	20
			Ch's 6 & 7 one quiz	Sunday, October 4, 2020	Sunday, October 18, 2020	40
	Week	7	MidTerm Prep-Survey Bonus	Wednesday, October 14, 2020	Sunday, October 18, 2020	
			MidTerm Exam	Sunday, October 11, 2020	Sunday, October 18, 2020	150
MODULE 5	Week	8	Ch 9 (ch 8 is skipped)	Sunday, October 18, 2020	Sunday, November 1, 2020	20
	Week	9	Ch 10 & 11 one quiz	Sunday, October 25, 2020	Sunday, November 1, 2020	40
MODULE 6	Week	10	Discussion - Graded	Wednesday, October 28, 2020	Sunday, November 15, 2020	20
			Last Day to Drop any Course=November 2 before 5pm cst.			
			Ch 12 quiz	Sunday, November 8, 2020	Sunday, November 15, 2020	20
	Week	11	Lab 2- Graded	Sunday, November 15, 2020	Sunday, November 15, 2020	100
			Ch 13 & 14 quiz	Sunday, November 15, 2020	Sunday, November 15, 2020	40
MODULE 7	Week	12	Ch 14 & 15 one quiz	Sunday, November 22, 2020	Sunday, November 29, 2020	40
			School is Closed November 25th and 26th			
	Week	13	Ch 16 & 17 quiz	Sunday, November 29, 2020	Sunday, November 29, 2020	40
MODULE 8	Week	14	Last Lab 3 Due & Final Exam Prep	Wednesday, December 2, 2020	Sunday, December 6, 2020	150
	Week	15	**Final Exam**	Sunday, December 6, 2020	Sunday, December 6, 2020	**245**
					Total Points Possible	**1200**
Notes: * Due Date - missing this due date incurs late penalty						
** When the module closes, no submission is possible, even with a late penalty.						

Students are given Grading Rubrics for Graded activities. Questions on how grades are determined must be cleared up with Dr. Mims before the end of our Module 1 deadline.

Students must 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, how to write at an 8th grade level (middle school), use APA citations, conduct or use databases for research, nor how to use technology required for the course such as Microsoft office applications or Respondus Monitor. Students have bountiful resources to rely upon via UNT to use if they need help with anything outside of the Course Objectives. Students expected to demonstrate their independence/resourcefulness as if they are in a 'work environment'. According to Payscale.com (2016) a report from over 60,000 hiring managers indicated their disappointment that undergraduates do not have critical thinking skills, are not resourceful/ take on individual responsibilities, cannot write at an adequate level. Consider these findings as you move through your degree plan. I am happy to help with understanding any material related to course objectives=)>

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

Attendance is expected- **and is monitored**. Expectation is that students access and complete weekly requirements. Missing due dates is considered an "absence".
After 2 missed due dates, as per UNT policies, the student is reported to the "Dean of Students" to investigate any and all absences (for health, safety, concerns=).

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

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.

COVID-19: COVID has impacted the lives of all of us, and we at the University have dedicated additional resources to serve as many student needs as possible. Please review our COVID 19 page at UNT.edu. The University is dedicated to the safety and support of its students, faculty, staff, administrators and visitors. *At the time of this writing, all individuals coming on to any UNT campus must wear a face mask covering and practice social distancing. Turn to the COVID 19 page at UNT.edu for current information and requirement.*

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 course, 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 activities required constitute a specific percentage of students' grades. Attendance is monitored for student's overall performance, two absences are more are reported to the Dean of Students.

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 it is feasible for the student to successfully complete remaining assignments after the semester per a specific agreed upon timeline. Pursuant to university policy, student must apply for a university excused absence, following the procedure of the Dean of Students. Failing to obtain a Dean of Student excused absence notice results in keeping zeros.

LATE POLICY and how "LATE" is defined, LATE is time stamped by CANVAS.

This LATE POLICY is essential to understand and was built with student input in both the Fall and Spring classes because students that submit 100% of everything on-time expressed it was unfair that 'late' work have any possibility of earning 100% of points.

Therefore, as you know, it is essential students balance personal needs versus course requirements, here is the LATE POLICY for this 2020 Semester:
- Students that submit work 'late' have 20% points possible deducted each day late.
- Late is defined as 'past the due date'.
- Due dates are clearly indicated in the Schedule and in Canvas.
- Due dates all have the 'time of day' due.
- If a student begins a test at 11:40 pm and the test allows 40 minutes, the student cannot go past the due date/time of 11:59:00pm just because they 11 more minutes of 'test time'
- All times, are Central Time Zone.
- When Module closes, zero potential for submitting 'late' work, any submission past the module closing date/time is an automatic zero.

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 adhere to this as much as possible. However, depending

upon the need of the particular cohort, COVID conditions, and 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 course.

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 course to CANVAS. Final course grades provided to a student by a faculty member are not "official".

Students may only access their "official" final course 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.

☺ 'Repearting' an important point, typos or complete goofs by the instructor 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 by mobile means.

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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