# CONTACT INFORMATION

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Office: BLB 304J

Office Hrs. Wed 12:00-2:00 pm, or walks-in, or appointments

Office Hrs. (Summer): [thuy.nguyen@unt.edu](mailto:thuy.nguyen@unt.edu). (~ 48 hours response time in most cases)

Zoom Office Link: <https://unt.zoom.us/j/5630412416>

# PREREQUISITES

1. Only non-business majors students can register for this course.

# REQUIRED MATERIALS

1. Strutton, D. & Thompson, K. (2020). *The skinny: Marketing from scratch*. Dubuque, IA: Kendall Hunt Publishing. ISBN: 9781792409356 or 9781792417092 (eBook). Link to purchase the book: [Marketing, from Scratch: The Inside Skinny | Higher Education (kendallhunt.com)](https://he.kendallhunt.com/product/marketing-scratch-inside-skinny)
2. **Additional Materials:** Articles, podcasts, videos, etc., as assigned

# COURSE DESCRIPTION

An introductory survey of marketing terminology, concepts, and practices from an applied perspective. Emphasis is on the activities performed by marketing managers to address real-world marketing problems. The primary emphasis is on the identification of marketing opportunities and the planning and execution of marketing mix activities required to target these opportunities. Marketing mix topics include development and management of products/services, price setting and management, supply chain and distribution channel management, and management of integrated marketing communications. Special emphasis is given to ethical, socially responsible, and sustainable decision-making and business practices. The course is designated for non-business majors.

# LEARNING OBJECTIVES

1. Describe the scope of marketing and its role within the firm and society.
2. Articulate the scope of tasks, responsibilities, and challenges that marketing managers face in the complex and competitive global business environments that currently prevail.
3. Identify basic marketing terminology and concepts.
4. Examine the marketing function as a basic and indispensable driver of all business success.

# CLASS POLICY AND CONDUCT

## Team Meeting

You will need time to meet with your group to work on the group project. In addition, I will meet with each group to discuss the progress of the project several times during the semester. If you fail to meet with your group at designated time or complete your task assignments, you will be voted off your team based on the discretion of your team. If you are voted off, your grade for the project is zero.

## Academic Integrity

**Concerning academic honesty, students are referred to the "Student Honor Creed" in the current University of North Texas Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.**

**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.**

**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.**

## Submitting Assignments

For every 24 hours of late submission, 25% of the earned grade for that assignment will be deducted. Please maintain an electronic copy of all assignments "as submitted," showing the actual date and time of completion. I shall ask for ***both*** a hard copy and a disk copy when necessary.

## Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments and extra credit opportunities, you will be denied all doles, curves, etc.

## Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university e-mail (outlook) to let me know your concerns or queries. I do not discuss grades during the last two weeks of the semester. At that late stage, I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

## Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. **See the *UNT Student Handbook* for University policy on grade appeal.**

## Grade Changes

No grade except "**I**" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct *documented clerical errors.* Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

## Awarding and Removal of I

I - incomplete; a non-punitive grade given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has a reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. **A student may remove a grade of I within 30 days by completing the stipulated work**.

## Final Grades

I will post final grades in *Canvas*. Do not call or stop by the office to ask for your grades.

## General policies

Exam dates are firm. The student is responsible for having all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of the success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked in accordance with state law.

## Americans with Disabilities Act

University of North Texas is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law, all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity."

## COVID-19 impact on this UNT class

It is important for all of us to be mindful of the health and safety of everyone in our community, especially given concerns about COVID-19. Please contact me if you are ill, or unable to complete a scheduled, graded class task on time due to any issue related to COVID-19. It is important that you communicate with me prior to the deadline for the task as to what may be preventing you from completing it so that I may make a decision about accommodating your request in a reasonable manner that is also fair to the other students.

If you are experiencing cough, shortness of breath or difficulty breathing, fever, or any of the other possible [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html), please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider. While regular, steady work is an important part of succeeding in this class, your own health, and those of others in the community, is more important.

You may find [this UNT webpage](https://healthalerts.unt.edu/return) on staying safe on campus during the pandemic useful.

# IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your name from the class rolls. If your name is not removed, then you may receive an 'F' for the course at the end of the semester.

# GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

## Table 1: Class Components

| Category | Maximum point | Assignment Notes and Guidelines |
| --- | --- | --- |
| Quizzes | 350 | 14 quizzes \* 25 points/each, 50 questions |
| Exam 1 | 200 | Modules 1-5, 100 questions |
| Exam 2 | 200 | Modules 6-10, 100 questions |
| Final Exam | 300 | Modules 11-14 + 1,2,3,4,7,8. 120 questions |
| Group Applied Assignments | 350 | 14 assignments \* 25 points/each |
| Research participation | 100 | (10 SONA credits) |
| **TOTAL** | **1500** |  |

## Table 2: Grade System

| Percentage | Letter grade |
| --- | --- |
| 90% + | A |
| 80-89% | B |
| 70-79% | C |
| 60-69% | D |
| <60% | F |

Please remember that grades are *earned* not negotiated, and you should consistently perform well for a good grade in the class. If you are having difficulties with the class, come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

# CLASS COMPONENTS

## Exams 1, 2, and Final

Exam one and two consists of 100 multiple choice questions. You will have 105 minutes to complete the exams.

Comprehensive final exam also consists of 120 multiple choice questions. You will have 130 minutes to complete the exam.

## Online Quizzes

There are 14 quizzes, one for each module. Each quiz has 50 multiple-choice questions. You will have 50 minutes to complete.

If you go past the allotted time, only those questions you answered in the time allowed will be graded. The quizzes are opened book and opened notes. **Timer will automatically start** and you must complete it. If you close it, you cannot go back to it. Students are only allowed to take each quiz once, and I will not re-open quizzes for students who entered them before they intended to take the quiz, regardless of the reason. If you are taking a quiz and encounter **technical difficulties** related to the website, which result in your being unable to complete it in the allotted time, please contact web support at [Support Form - KHPContent](https://unt.khpcontent.com/eform/submit/support-form)

## Group Application Assignments

There are 14 in-class group assignments, one for each module. Students are randomly divided into groups of four team members to work on the application assignments.

You and your team will find an article in a recent edition of Bloomberg Businessweek or Wallstreet. It should be something that you find interesting. Then, you'll analyze the content and put together a six-slides presentation in which you report your analysis in class for five minutes.

Be sure to use course terminology/concepts/frameworks of the week. Your grade will include how well and correctly you use course terms when discussing your article.

* Slide 1: Your team members, applied module, name of this class, date of presentation.
* Slide 2: Title and author of the article, date of publication, summary of the article
* Slide 3: Explain in your own words the concept/theory you use
* Slide 4: **Application of Marketing Concepts:** How does this article relate to the marketing concepts and strategies that you have learned in this week?
* **Slide 5: Application to Marketing Discipline:** Why is this article significant to marketing discipline? Why would a marketing professional be interested in the article? How would they use the knowledge from this article to apply to make marketing decisions?
* **Slide 6: Application to Society:** How does this article affect the broader business world, society at large, policymaker, consumers, and **YOU.**

## Research Participation

As part of your learning experience in this course, you will be required to participate in research studies conducted by faculty members of the Department of Marketing, Logistics and Operations Management. Your participation in this research will make up **10%** of your final class grade.

* 1. Last day to participate in SONA for Fall semester: Dec 2nd, 5:00 PM.
  2. To fulfil the requirement, you **must** create an account on the College of Business SONA page— [unt-cob.sona-systems.com](https://unt-cob.sona-systems.com/)—which is a web application that allows you to browse available studies. Credit will be assigned based on the length of time the study takes to complete and whether you participate online or in the COB behavioral Lab (BLB 279):
     1. Short online studies (5-15 minutes) earn 1 credit
     2. Medium online studies (15-30 minutes) earn 2 credits
     3. Long online studies (30-45 minutes) earn 3 credits
     4. On-campus, lab studies (30-45 minutes) earn 5 credits
     5. To fulfill the 10% course requirement, you must earn a total of **10 SONA credits** throughout the semester (i.e., 1 credit = 1 percent of your final grade). All credits earned will be added to your final course grade at the end of the semester. Additional extra credit points may be available at my discretion.
  3. To sign up, please visit [unt-cob.sona-systems.com.](https://unt-cob.sona-systems.com/) If you have questions, DO NOT contact me. Contact the behavioral lab manager by email at [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu). Your questions will be addressed promptly.
  4. **Note**:
     1. Access the studies early and often to make sure you have first access to available studies. Once you sign up, the lab manager will update you periodically about new studies that have been posted.
     2. Make sure you assign your credits to the correct course: MKTG 3651.001
     3. If you do not want to participate in the posted studies, you can complete a 2-page research article critique for 2 points of REP credit each. To do so, please email [RCoBRep@unt.edu](mailto:RCoBRep@unt.edu) and they will assign you an article to critique.
     4. Thanks in advance for your participation! Have a great semester!

# CLASS CALENDAR: TENTATIVE SCHEDULE

| # | Date | Topic | Lesson | Project | Quiz |
| --- | --- | --- | --- | --- | --- |
| 1 | 8.31 | Marketing Fundamentals | Module 1 | **Assignment 1** | 1 |
| 2 | 9.7 | Marketing Level Planning | Module 2 | **Assignment 2** | 2 |
| 3 | 9.14 | Strategic Level Planning | Module 3 | **Assignment 3** | 3 |
| 4 | 9.21 | Segmentation, Targeting, and Positioning | Module 4 | **Assignment 4** | 4 |
| 5 | 9.28 | The Environment | Module 5 | **Assignment 5**  Exam 1: 1-5  from 10.3-10.5 | 5 |
| 6 | 10.5 | Research | Module 6 | **Assignment 6** | 6 |
| 7 | 10.12 | Consumer Behavior | Module 7 | **Assignment 7** | 7 |
| 8 | 10.19 | Marketing Ethics and Social Responsibility | Module 8 | **Assignment 8** | 8 |
| 9 | 10.26 | Managing Products, Services, and the Product Life Cycle | Module 9 | **Assignment 9** | 9 |
| 10 | 11.2 | Managing New Product Development | Module 10 | **Assignment 10**  Exam 2: 6-10  **from 11.7-11.9** | 10 |
| 11 | 11.9 | Managing Brands and Branding | Module 11 | **Assignment 11** | 11 |
| 12 | 11.16 | Managing Supply Chains and Logistics | Module 12 | **Assignment 12** | 12 |
| 13 | 11.30 | Managing Pricing | Module 13 | **Assignment 13** | 13 |
| 14 | 12.7 | Managing Marketing Communication | Module 14 | **Assignment 14** | 14 |
| 15 | 12.14 |  |  | Exam 3: 11-14 + 1,2,3,4,7,8.  on 12.14 @ 9:00 am-11:am |  |