

MKTG 3651.501

Foundations of Marketing Practice for Non-Business Majors

Fall 2025

Tue (Hybrid): 6:30 to 7:50 pm FRLD 400
Instructor: William Hull
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Office: N/A

Students/Office Hours:
W/Th: 6:00 – 6:50pm (by Appointment)

Course Introduction

Three (3) credit hours: 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. 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. Course is designated for non-business majors.

Course Objectives

By the end of this course, students will be able to:

1. Describe the scope of marketing and its role within in 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.
5. **This is a Hybrid Class and attendance is mandatory.**

How to Succeed in this Course

Helping you succeed in this course is my top priority and one common feedback I often get from students is how much they value utilizing my office hours. I hope you will take advantage of this important resource. Here are few things you could do to ensure you achieve the best results:

1. Keep an open and learner's mindset. You will learn new concepts that could only be retained if you apply them in class discussions and other class work.
2. Challenge yourself to do better every class and if you're struggling with any material, come talk to me. My office/students' hours are dedicated to you and your professional growth.
3. Arrive to each class meeting **on time and hungry to learn**. Be prepared for that day's scheduled activities, just as you would in a career employment situation.
4. Take an active, participatory role in class-related activities and discussions - demonstrating motivation and dedication to the Program. Class discussions and group activities are a great learning tool.

I will do my best to be available to all students. You may email me, just be sure to do it via the UNT email system to william.hull@unt.edu.

Teaching Philosophy

My teaching philosophy is primarily influenced by life experiences and over 20+ years of industry experience. I believe in lively in-class activity, group discussions, and assignments, all of which lead to building positive habits that fulfill students' natural curiosity and drive to learn. I value students' perspectives and urge you to work with me to create a classroom culture of mutual respect and inclusion. Together, we can ensure a safe and welcoming classroom for all. If you ever feel this is not the case, please talk to me. We are all on a learning journey.

Email Communication

You may contact me at any time via UNT email but remember to treat ***all email communications as professional correspondence***. Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Identify the Section of your class in the body of the email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Hull or Mr. Hull
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else. Your email should not read like a text.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

Please send all correspondence via the UNT email system to william.hull@unt.edu. I will do my best to respond to your emails within a 24-hour period. Emails generated out of Canvas may not receive a timely response since there are multiple professors teaching this class. Canvas emails sent to "All Instructors" and/or "All Teaching Assistants" will not receive replies.

The best way to schedule a conference is to suggest an appointment time via email to William.hull@unt@unt.edu.

Textbook

Strutton, D. & Thompson, K. (2024). The skinny: Marketing from scratch. Dubuque, IA: Kendall Hunt Publishing. ISBN: 979-8385127160 (Print). This is available through the school's bookstore: <https://unt.bnccollege.com/course-material-listing-page?bypassCustomerAdoptions=true>.

The KHP Content Code is required for the course. For Print Editions It is located on the inside cover of the text. Used books will generally NOT have valid codes. For Digital Editions, I would not recommend purchasing from anyone other than the publisher <https://he.kendallhunt.com/product/marketing-scratch-inside-skinny>.

Technology Requirements:

This course has an online component and is built on digital competence in order to complete the course work. Information on how to be successful in a digital learning environment can be found at (<https://online.unt.edu/learn>) and especially useful are these 8 Tips https://online.unt.edu/succeeding_in_your_online_classes

To maximize the value and learning of this class, students will need:

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

Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Course Policies

Academic Integrity Policy

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.

Attendance & Participation

In class attendance is required. There will be a regular in-class activity that is graded and cannot be made up if students are not present at the time of activity. Finally, please respect your fellow students and guest speakers by arriving on time and keeping noise and other distractions to a minimum.

Requests for Special Consideration

When any student requests special consideration for missing a quiz, missing an assignment due date, or any other reason, written documentation to the Professor, must be provided in support of the request. Providing special consideration to a student without documentation discriminates to the favor of the requesting student and to the detriment of all other students.

Grading Challenge Policy

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an ‘Incomplete’. Should you believe there is a grading error for a particular activity, you may make a grade “challenge”. This grade “challenge must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

Late Submissions

You are expected to turn in assignments on time. Please pay attention to the deadlines.

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (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.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps to improve this course. I consider SPOT to be an important part of your participation in this class.

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 (<http://spot.unt.edu/>) or email spot@unt.edu.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Course Main Components & Grading

Assigned Readings

Each week the student will gain knowledge from reading a module from the text.

Course Requirements Checklist

After reading the Course Syllabus and Student Expectations, the student will complete the related checklist found in the Course Overview.

Discussion Pots/Replies and Mini-Start Up Venture (200 Points)

The student will be required to create a business concept and development project. The specific requirements, point weightings, grading rubrics, and due dates are listed in Canvas.

Research SONA (100 Points)

Requirement As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Additional information on SONA is located at the end of this syllabus.

Quizzes (350 Points)

Each quiz will cover the Learn material for the assigned module. Each quiz will be open-book/open-notes, contain a varying number of multiple answer and true/false questions and have time limits. Quizzes will be focused on a brief, informal evaluation of knowledge.

Mid-Term Exam (100 Points)

A Mid-Term exam will be administered at the mid-way point of the course. The Mid-Term will be openbook/open-notes and contain a varying number of multiple answer and true/false questions and have a time limit. The Mid-Term will cover material from the first eight modules.

Final Exam (100 Points)

A Final exam will be administered at the end of the semester during the appointed time assigned by the university. The Final Exam will be open-book/open-notes and contain a varying number of multiple answer and true/false questions and have a time limit. The Final Exam will cover material from all the modules studied over the course of the semester.

In-Class Participation (150 Points)

Participation is a self-managed behavior that positively or negatively affects potential success at school, work and in other social aspects of your life. It is a way of controlling the impression you present to others. In this class student participation is expected such that your classmates could learn from you, as well as you can share your knowledge and expertise. Moreover, in this class there will be regular in-class activity where students are highly encouraged to engage in the activities and leverage the collective genius of group work.

During the semester, participation exercises supplement the lecture and provide practical applications of sales skills. It is also a method of providing a mini assessment of your comprehension of the course content. In this class, participation will represent 20% of your overall course grade.

NOTE: Only those students in class at the time of the activity are eligible for the participation grade.

Grading Scale

A	B	C	D	F
900 pts.	800-899 pts.	700-799 pts.	600-699 pts.	<600 pts.

NOTE: Tracking your performance during the semester should always be based on the total number of grade points you accumulate after every assignment or activity. DO NOT look at the grade percentage.

Ordering of Topics, Exams, and Projects for Fall 2025 (Subject to Revision)

Presentation of highlighted chapters is dependent on the length of in-class discussions and the ability to adequately cover the selected topics in each class period.

Week	Dates	Course Topics	Discussion	Quiz/Exams
1	19 Aug	Module 1 Marketing Foundations		Module 1 Quiz
2	26 Aug	Module 2 - Market Level Planning	Yes	Module 2 Quiz
3	2 Sep	Module 3 - Strategic Level Planning		Module 3 Quiz
4	9 Sep	Module 4 - Segmentation, Targeting & Positioning	Yes	Module 4 Quiz
5	16 Sep	Module 5 - The Environment		Module 5 Quiz

6	23 Sep	Module 6 - Research	Yes	Module 6 Quiz
7	30 Sep	Module 7 - Consumer Behavior		Module 7 Quiz
8	7 Oct	Module 8 - Ethics & Social Responsibility	Yes	Module 8 Quiz
9	14 Oct	Midterm Review	Yes	Midterm Exam
10	21 Oct	Module 9 - Managing Product, Services & The Product Life Cycle		Module 9 Quiz
11	28 Oct	Module 10 - Managing New Product Development	Yes	Module 10 Quiz
12	4 Nov	Module 11 - Managing Brands & Branding		Module 11 Quiz
13	11 Nov	Module 12 - Managing Supply Chain & Logistics	Yes	Module 12 Quiz
14	18 Nov	Module 13 - Core Pricing Strategies		Module 13 Quiz
NA		Thanksgiving Break - No Classes 11/24- 11/30		
15	2 Dec	Module 14 - Managing Marketing Communication	Yes	Module 14 Quiz
16	9 Dec	Final Exam		Final Exam

Additional SONA Information

Research Participation (10 points). As part of your learning experience in this course, you will be required to participate in research studies to gain experience with the research process and learn about methods and scaling techniques. Your participation in these research studies will make up **10%** of your final class grade.

To fulfil the requirement, you **must** create an account on the **College of Business REP** webpage—unt-cob.sona-systems.com—which allows you to browse and sign up for available studies. **DO NOT** sign up for the SONA in the Psychology Department! Use the **CoB SONA** link provided above.

The amount of credit assigned is based on the length of time the study takes to complete and whether you participate online or in-person in the COB behavioral Lab (BLB 279):

Online Studies

- <15 minute studies = 1 credit
- 15-30 minute studies = 2 credits
- >30 minute studies = 3 credits

In-Person Lab Studies (Behavioral Lab - BLB 279)

- <15 minute studies = 3 credit
- 15-30 minute studies = 4 credits
- >30 minute studies = 5 credits

To fulfill the 10% course requirement, you must earn a total of **10 REP 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.

- ➔ To sign up, please visit unt-cob.sona-systems.com. If you have questions, DO NOT contact me. Instead, contact the SONA managers via email at RCoBRep@unt.edu. Your questions will be addressed promptly, usually within 24 hours.

Please Note:

- 1) Don't wait! Create your account ASAP! Get first access to available studies.
- 2) Assign your credits to the proper course. This course is: _____.
- 3) If you have another course that also requires SONA credits, you must complete those credits separately. On the main SONA account page, you can assign your completed credits to specific courses (of your choice). You have up to December 5th to adjust these credits!
- 4) 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 and they will assign you an article to critique. Critiques are due on or before Nov. 28th.

Important Deadlines!

November 28th, 5:00 PM – Last day to participate in SONA for Fall semester. You will have one week from this date to adjust your final credits assigned to particular classes in SONA. On December 5th, final scores will be distributed to instructors and cannot be changed after that point.

Thanks in advance for your participation! Have a great semester!