

MKTG 3651.501

Foundations of Marketing Practice for Non-Business Majors

Spring 2026

Wed (Hybrid): 12:30-1:50pm FRLD
Instructor: William Hull
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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 placed on the activities marketing managers perform to address real-world marketing problems. The primary focus is on identifying marketing opportunities and planning and executing the marketing mix activities required to target them. Marketing mix topics include developing and managing products/services, setting and managing prices, managing the supply chain and distribution channels, and managing 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.

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 a 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 classwork.
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 **on time to each class meeting 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 great learning tools.

I will do my best to be available to all students. You may email me; just be sure to use the UNT email system at wiliam.hull@unt.edu.

Teaching Philosophy

My teaching philosophy is primarily influenced by life experiences and over 20+ years of industry experience in multiple organizations. I believe in lively in-class activity, group discussions, and assignments, all of which help build 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. Please talk to me if you ever feel this is not the case. We are all on a learning journey.

Email Communication

You may contact me anytime 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. "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 distinguish comprehension and confusion. Carefully proofread your email before hitting the 'send' button.

Please send all correspondence via the UNT email system to wiliam.hull@unt.edu. I will respond to your emails within 24 business hours.

Emails generated in Canvas may not receive timely responses because multiple professors teach this class. Canvas emails sent to "All Instructors" and/or "All Teaching Assistants" will not receive replies.

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 as your instructor requested. 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 is inappropriate, even if properly footnoted. 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. It will result in a meeting to discuss academic integrity violations and, if warranted, issue the sanctions mentioned above, and may result in ineligibility for academic scholarships. Online assistance, such as sites commonly used to find homework solutions, group chats, cell phones, smartwatches, 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. When an instructor or other university official requests a student to discuss suspected academic dishonesty, the student is responsible for responding. If a student fails to respond after a proper attempt at notification, the University may take appropriate academic action without the student's participation.

Attendance & Participation

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

Requests for Special Consideration

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

Grading Challenge Policy

This Instructor strictly follows the guidelines outlined 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 accommodations 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 required for all organized UNT classes. This short survey is available at the end of the semester and provides you with 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 check their UNT email inbox for the email. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email stating that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/>) or email spot@unt.edu.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students of critical information in the event of an emergency (i.e., severe weather, campus closures, and health and public

safety emergencies such as 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 Posts/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.

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 (150 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 (150 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
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900 pts.	800-899 pts.	700-799 pts.	600-699 pts.	<600 pts.
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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	1/14/26	Module 1 Marketing Fundamentals		Module 1 Quiz
2	1/21/26	Module 2 - Market Level Planning	Yes	Module 2 Quiz
3	1/28/26	Module 3 - Strategic Level Planning		Module 3 Quiz
4	2/4/26	Module 4 - Segmentation, Targeting & Positioning	Yes	Module 4 Quiz
5	2/11/26	Module 5 - The Environment		Module 5 Quiz
6	2/18/26	Module 6 - Research	Yes	Module 6 Quiz
7	2/25/26	Module 7 - Consumer Behavior		Module 7 Quiz
8	3/4/26	Module 8 - Ethics & Social Responsibility	Yes	Module 8 Quiz
Spring Break	3/11/26	N/A - No Class		N/A
9	3/18/26	Midterm Review	Yes	Midterm Exam
10	3/25/26	Module 9 - Managing Product, Services & The Product Life Cycle		Module 9 Quiz
11	4/1/26	Module 10 - Managing New Product Development	Yes	Module 10 Quiz
12	4/8/26	Module 11 - Managing Brands & Branding		Module 11 Quiz
13	4/15/26	Module 12 - Managing Supply Chain & Logistics	Yes	Module 12 Quiz
14	4/22/26	Module 13 - Core Pricing Strategies		Module 13 Quiz
15	4/29/26	Module 14 - Managing Marketing Communication	Yes	Module 14 Quiz
16	4/6/26	Final Exam		Final Exam

