
COURSE OBJECTIVE: For non-marketing managers, the objectives of this course are: (1) to develop an understanding and appreciation for the complexities, problems and contributions of marketing from a managerial viewpoint; (2) to present information to integrate marketing with the field of interest; (3) to learn the "language" to enable improved communication with marketers; and (4) to foster an ethical perspective for marketing activities.

For those managers already involved in marketing activities the objectives are: (1) to expand marketing thought in both familiar and unfamiliar areas; (2) to investigate creative approaches to marketing problem solving; (3) to gain greater expertise in the field; and (4) to foster an ethical perspective for marketing activities.

COURSE METHODOLOGY: (1) Lectures (2) Class discussion of topics/questions/cases (3) Oral presentations (4) Papers (5) Cases (6) Examinations. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self study. Instead class discussion will focus on those areas where comprehension is enhanced by additional elaboration or illustration.

ATTENDANCE: Class attendance is expected. However, realistically, there may be an occasion when you are unable to attend class. If you are responsible for presenting information to the class that evening, other arrangements can be made if proper advance notice is given to the instructor. Class participation will be used in determining grades. Any student missing more than two classes is subject to an unsatisfactory grade. It is difficult to participate when not in attendance; lack of participation will be considered lack of preparation.

ASSIGNMENTS: Assignments include a variety of formats to help the student improve skills in marketing analysis and verbal and written communication. Chapter(s) and cases assigned for a given date are expected to be read prior to that class. Proper preparation by all students enhances discussions. Because cases are discussed in class, they cannot be made-up. Other late work will not be accepted after the last class day (April 25, 2016).

WRITTEN ASSIGNMENTS: Written assignments should be typed and are not to exceed the specified length. Identify all assignments by number on each page with student name on the back
of the last page. Staple the paper in the upper left corner; no folders, please. The instructor will keep all work, so if you desire a copy, duplicate the paper before submitting it. All graded work is to be returned to the professor no later than April 25, 2016. (Papers below graduate level written standards or over length will be returned ungraded).

The Marketing Plan Project, as a group effort, requires one copy of the Plan and one copy of the PowerPoint slides to be submitted to the instructor and one copy of each to the client. The company/product/brand is selected by the team; however, it requires instructor approval. Teams of six students will work on the marketing plan. Peer evaluations (both self and for others on the team) will be used and may adjust a student’s grade for the project. The project will be presented to the "client" on the date specified; each team member must present part of the project.

All group work will involve peer – as well as self – evaluation of each student’s contribution to the group’s work. Each student is expected to report fairly on the work of the members of the group. Calculations of the entire teams’ scores are related just to that team and will be used in computing each student’s final project grade; thus, not all team members will receive the same grade for the project.

Each group should keep “notes” of its meetings that include: day, date, and time of the agreed on meeting, who attended, what was covered, and next assignments. A group may fire a member of the group with documentation of just cause. The fired individual will have to do a marketing plan on his/her own. Just cause includes: missing group meetings, missing group meetings for trivial reasons, failure to deliver work in a timely manner, passively accepting the group’s ideas with little or no input that moves the group toward accomplishing its goals, submitting work that is of poor quality requiring others to re-do the work. The instructor may ask to see your “team notes” periodically.

Case Analyses. Three (3) cases will be analyzed. Topics will be selected based on students’ interests. The cases will be discussed in class on the date specified.

NOTE: No written assignments may be submitted via email without prior permission of the instructor.

**ORAL ASSIGNMENTS:** Students will have the opportunity to orally present the results of their reading about marketing, findings from case assignments, and their Marketing plan. All students are expected to keep abreast of current topics in marketing by reading *Ad Age, Business Week, Fortune, Forbes,* or *The Wall Street Journal.*

**EXAMS:** Two exams will be given. Exams will be essay questions designed to allow the student to demonstrate his/her ability to apply marketing concepts discussed in class. If an exam must be missed, it is the responsibility of the student to re-schedule the exam; make-up exams will entail fewer questions. With prior arrangement, exams may be taken early.

Exams take hours to prepare and, as a form of intellectual property, belong to
those who create them (your professors). Exams must remain in my possession or under my control at all times. This means that exams cannot be taken out of the room during their administration or during their review, unless specifically permitted by the instructor. Removing an exam from my presence at any time will be considered theft of intellectual property. Such action will result in an exam grade of zero and may warrant further disciplinary action.

**GRADING:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exam I</td>
<td>25%</td>
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<tr>
<td>Exam II</td>
<td>25%</td>
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<tr>
<td>Cases, oral presentations, class participation</td>
<td>10%</td>
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<tr>
<td>Marketing Plan (grade may be adjusted by peer eval)</td>
<td>40%</td>
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A = **Superior Performance:** Total understanding of all material with superior ability to apply knowledge.

B = **Good Performance:** Excellent understanding and good ability to apply material.

C= **Average Performance:** Understanding of most material and ability to apply most material.

**GRADE APPEALS:**

If you believe that the grade you received on an exam or paper assignment was in error or unfair, you can appeal to the professor in writing within 10 calendar days of the receipt of your grade. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

**INCOMPLETE GRADE POLICY:**

An incomplete is not based solely on a student’s failure to complete work or as a means of raising his/her grade by doing additional work after the grade report time. An incomplete grade can be given when a student has a serious medical problem or other extenuating circumstance that legitimately prevents completion of required work by the due date. In any case, the student's work to date should be passing, and the student should provide proper documentation to receive a grade of “I.”

**ACCOMMODATIONS FOR DISABILITIES:**

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” Please notify the instructor during the first week of class of any accommodations needed for the course.

**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special
requirements or permission regarding academic integrity in this course will be stated by the instructor, and are
binding on the students. Academic evaluations in this course include a judgment that the student's work is free
from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected
by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty
for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course
grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of
Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report
cases of academic dishonesty to the course instructor.

**STATEMENT of INCLUSION**

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all
individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to
ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic
status.
<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>CHAPTER(S)</th>
<th>ASSIGNMENT</th>
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</thead>
<tbody>
<tr>
<td>Jan 11</td>
<td>Introduction Marketing Strategies, Plans</td>
<td>Chapters 1, 2 <em>Kotler/Keller</em></td>
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<td>Jan 18</td>
<td>Martin Luther King Holiday</td>
<td>University closed</td>
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<tr>
<td>Jan 25</td>
<td>Marketing Information, Environment, and Research</td>
<td>Chapters 3, 4 <em>Kotler/Keller</em></td>
<td>Case: Pamela Spencer (in class exercise)</td>
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<tr>
<td>Febr. 1</td>
<td>Customer Relationships</td>
<td>Chapter 5 <em>Kotler/Keller</em></td>
<td>Form Marketing Plan Team</td>
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<tr>
<td>Febr. 8</td>
<td>Buyer Behavior</td>
<td>Chapters 6, 7 <em>Kotler/Keller</em></td>
<td>Case 1:</td>
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<td></td>
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<td>Marketing Plan Topic</td>
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<tr>
<td>Febr. 15</td>
<td>Global Markets Segmentation/Targeting</td>
<td>Chapters 8, 9 <em>Kotler/Keller</em></td>
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<tr>
<td>Febr. 22</td>
<td>Complete Chapters</td>
<td></td>
<td>Marketing Plan Update</td>
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<td>Febr. 29</td>
<td>Mid-Term Exam</td>
<td>Chapters 1-9</td>
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<td>Mar 7</td>
<td>Spring Break – No classes</td>
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<tr>
<td>Mar 14</td>
<td>Competition/Positioning/Brand equity</td>
<td>Chapters 12, 10, 11 <em>Kotler/Keller</em></td>
<td>Positioning Exercise in class</td>
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<td>Mar 21</td>
<td>Product Strategies/Services/New Products</td>
<td>Chapters 13, 14, 15 <em>Kotler/Keller</em></td>
<td>Case 2:</td>
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<td>Mar 28</td>
<td>Promotional Strategies</td>
<td>Chapters 19, 20 <em>Kotler/Keller</em></td>
<td>New Product Exercise</td>
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<td>Apr 4</td>
<td>Promotional Strategies</td>
<td>Chapters 21, 22 <em>Kotler/Keller</em></td>
<td>Marketing Plan Update</td>
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<tr>
<td>Apr 11</td>
<td>Pricing Strategies</td>
<td>Chapter 16 <em>Kotler/Keller</em></td>
<td>Pricing exercise</td>
</tr>
<tr>
<td>Apr 18</td>
<td>Value Chain/Distribution/Channels Strategies</td>
<td>Chapters 17, 18 <em>Kotler/Keller</em></td>
<td>Case 3:</td>
</tr>
<tr>
<td>Apr 25</td>
<td>Implementation/Control</td>
<td>Chapter 23 <em>Kotler/Keller</em></td>
<td>Prep for presentations</td>
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<tr>
<td>May 2</td>
<td>Marketing Plans due and Oral presentations to clients</td>
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<tr>
<td>May 9</td>
<td>EXAM</td>
<td>Chapters 10-23</td>
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**STUDENT INFORMATION**  
**MBAD 6270**  
**Spring 2016**

Name____________________________________ Preferred to be called________________________________

Address____________________________________________________________________________________

Telephone (cell)________________________(Work)_______________________ Prefer: cell work

**UNC Charlotte Email** ____________________________________________________________

No. of hours completed in MBA program_____ Concentration in MBA Program__________________________

Current job title & company______________________________________________________________

Type of work you do______________________________________________________________

How long have you held your current position? ________ years.

Significant previous experience________________________________________________________

__________________________________________________________

Undergraduate degree/major_______________ Institution___________________ Year___________

Other graduate degrees_______________________________________________________________

Previous exposure to marketing________________________________________________________

__________________________________________________________

Career objective______________________________________________________________

__________________________________________________________

Experience with case analysis________________________________________________________

__________________________________________________________

How do you learn best?____________________________________________________________

__________________________________________________________

How many hours do you typically work each week? _____________ How many hours do you have committed for other significant activities? ___________ How many hours are you taking this semester? ________________

I will return all graded work by April 25, 2016 ______________________________ signed