

# SYLLABUS

## Marketing Concepts - Spring 2017

MKTG 3110-003 - Course # 23483 - Belk College of Business, UNC-Charlotte

Instructor: Mrs. Tamara L. Cohen Ph: 704-687-7644  
 e-mail: [tcohen3@uncc.edu](mailto:tcohen3@uncc.edu)  
[www.belkcollegeofbusiness.uncc.edu/tcohen3](http://www.belkcollegeofbusiness.uncc.edu/tcohen3)

	<u>Time</u>	<u>Place</u>
<b>Class</b>	Tuesdays & Thursdays 11:00 am - 12:15 pm	McEniry 117
<b>Office</b>	Tuesdays 9:30 am - 10:30 am, or by appointment	Friday 352-B (3 <sup>rd</sup> floor)

### Course Introduction

The fundamentals of marketing are introduced in this course, using classic theory and contemporary marketplace applications. Marketing principles are basic to our society, not only in the popular notion of satisfying consumers' needs through conventional consumer products, but also in contexts of business-to-business markets, not-for-profit markets, & marketing of services.

### Course Objectives

- Understand that in essence marketing focuses on identifying and satisfying consumer needs, and as such is critical to the success of organizations;
- Appreciate the value to the marketing function of relationships at various levels and among various interest groups;
- Develop awareness of the impact of environmental factors on consumer behavior and marketing functions; this includes consideration of the global context;
- Study each element of the classic marketing mix;
- Comprehend the integration of various marketing concepts into marketing strategy;
- Appreciate the position of marketers in issues of social responsibility and ethics.

### Course Prerequisites for Marketing majors and minors:

Accounting ACCT 2121; Economics ECON 1202; junior standing

### Required textbook:

MARKETING by Roger Kerin, Steven Hartley & William Rudelius (11<sup>th</sup> or 12<sup>th</sup> or 13<sup>th</sup> edition); publisher McGraw-Hill Irwin; ISBN-13: 978-0-07-802889-2 or ISBN-13: 978-0-07-786103-2 or ISBN-13: 978-1-259-57-3545 No electronic learning tools required with this textbook.

### Course Structure

A combination of lectures, a visiting speaker, reading assignments, written assignments, pop quizzes, in-class assignments and exams will be used to achieve the objectives of this course.

### Grading

1. Exams & Tests:	1 <sup>st</sup> Midterm exam	15%
	2 <sup>nd</sup> Midterm exam	20%
	3 <sup>rd</sup> Midterm exam	30%
2. Pop quizzes / in-class assignments		25%
3. Guest speaker: attendance & assignment		<u>10%</u>
		<u>100%</u>

### Grade Distribution

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: lower than 60

## 1. Exams (1<sup>st</sup> midterm 15%; 2<sup>nd</sup> midterm 20%; 3<sup>rd</sup> midterm 30%)

All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from lectures, class discussions, and text references assigned on the course schedule and during class.

There will be no make-up exams. If you have to miss an exam, you must have a verifiable university excused absence (e.g. a medical emergency or a university athletic event).

The final exam is optional and cumulative. You may choose to take it to substitute for any of the 3 midterms.

## 2. Pop Quizzes & In-Class Assignments (total 25%)

Pop quizzes and in-class assignments will be given during class, unannounced. They will be based on material assigned for preparation for class, and/or material discussed in class. No screens allowed during pop quizzes. No make-ups. While a pop quiz is in progress, students will not be permitted to enter or leave the room. Make sure you always have a pen/pencil in class.

The total pop quiz grade will be the average of all pop quizzes given during the semester.

## 3. Homework Assignments (not graded weekly)

1. Homework assignments are set for most weeks of class (details on next page). You are expected to read the assigned pages in the text book then complete each assignment before coming to class.
2. Assignments will not be submitted to the instructor until exam times.
3. Print your assignment and bring it to class each week for peer review (except assignment #5).
4. Subject matter from all 10 assignments may be included in exam questions.
5. Assignments must be double-spaced, in 12-point type, and in WORD format.
6. The maximum length of ALL assignments is 150 words. Include your word count on all assignments. Failure to include **accurate** word count will be penalized. Memo format wording and references do not count as part of your 150 words.
7. Prepared assignments will be included on all midterm exams.
8. All assignments are to be presented as formal executive memos, using the format specified below.

Executive memo format:

MEMO TO: (instructor)  
 FROM: (student name)  
 DATE: (due date)  
 SUBJECT: (one line only; it must be specific to YOUR topic)  
 WORD COUNT: (number does not include memo format wording or citations)

Your work will be graded not only on your appropriate addressing of the assignment questions, but also on your professional presentation. Make a point of proofreading your memo for typos, spelling errors, misused words, etc. Include references where relevant.

If this sort of writing is unfamiliar or challenging for you, please visit the Writing Resource Center (WRC) in Cameron 125 or Atkins Library or Cone 268, or use virtual consultation for free and professional assistance. Extra credit will be awarded on presentation of the relevant WRC reports (see page 4); 1% for each WRC visit; maximum 3%. Make an appointment:

<https://uncc.mywconline.com/>

## Homework Assignments

**1. DUE Jan.17:**     SWOT Analysis

You are a marketing consultant responsible for performing a situational analysis for UNC Charlotte. Use a SWOT analysis to identify the institution's major Strengths, Weaknesses, Opportunities and Threats.

**2. DUE Jan.26:**     Marketing Ethics

Identify an issue involving marketing ethics, which occurred in 2015-2017. What was the nature of the dilemma facing the organization? What happened? What do you think about this?

**3. DUE Jan.31:**     Subculture

A subculture is a group of people within a larger culture, differentiated in distinctive ways from that larger culture. Describe the distinguishing characteristics of a subculture that interests you. Characteristics may include the subculture's typical values, ideas, attitudes, clothing, music, lifestyle, etc.

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**4. DUE Feb.14:**     Ethnocentrism     *(NO in-class peer review for this assignment)*

Describe and discuss an example of ethnocentrism, preferably in your own experience (i.e. this should preferably be an experience that you either did yourself, or observed personally).

**5. DUE Feb.21:**     Super Bowl advertisement

Whether or not you watch Super Bowl football games, as a marketer you should pay attention to the commercials. Choose one of the 2017 Super Bowl commercials advertising a service for this assignment. Who is the target market of this commercial? What need does this commercial address? How much did this commercial spot cost?

**6. DUE Feb.28:**     Market Segmentation

Think about a market for clothing or a sport that interests you. Identify the main segments and their sub-segments in that market. Describe the characteristics of each sub-segment.

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**7. DUE Mar.21:**     New Product/Service

Describe and discuss a product or service that was new to the US (or another country's) market in 2013-2016. What makes this product/service new? (Note: New models and updated apps generally do not qualify as new products/services.)

**8. DUE Mar.28:**     Pricing Strategies (Different Prices)

Compare the retail prices of the same item from two different brick-and-mortar stores. Why do you think these prices are different?

**9. DUE Apr.4:**       Sales Promotion

Choose an example of a sales promotion that you have observed or experienced. Identify the kind of promotion, its objectives, and assess its advantages and disadvantages.

**10. DUE Apr.11:**    Retailer Comparison

Go into two different retail stores and compare the following features: lighting, flooring, shelf fixtures, signage, help/service, image, ambiance.

**❖ MANDATORY ASSIGNMENT DUE Apr.28 by 11 am:** guest speaker Scott Gakenheimer, Frito Lay North America – **submit via Canvas**

What did you learn from this visit? Choose one of the principles of marketing studied during this course, and describe how Frito Lay uses this marketing principle.

#### 4. Guest Speaker (5% mandatory assignment + 5% attending)

Attendance is mandatory when a guest speaker visits our class. In order to earn your credit for attending (5%), please be sure to satisfy all the following requirements:

- ✓ Arrive on time (i.e. start of class)
- ✓ Make sure you sign in
- ✓ Leave on time (i.e. end of class)
- ✓ No wandering in and out of class
- ✓ NO SCREENS (no computers, tablets, phones, etc.)

#### 5. Extra Credit (max. 3% class particip. + max. 3% writing + ½% research particip.)

**Class Participation** points are designed to encourage students to demonstrate active interest in the subject. Practice critical thinking and creativity. Treat peers with respect.

- \* CLASSROOM DISCUSSIONS - Participate enthusiastically and constructively.
- \* ATTENDANCE in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings. There will be pop quizzes and/or in-class assignments in most classes, so missing class is not a great strategy.
- \* BONUS POINTS are available for worthwhile contributions made in class. Points are awarded at the sole discretion of the instructor, who retains the right to cancel or amend points for any reason. (Reasons may include poor attendance, academic misconduct, contraventions of Classroom Etiquette, etc.) Clarifying questions do not count as contributions to class participation.
- \* If a student is awarded a bonus point in class, the instructor will record it immediately. If the student does not display his/her name tent, the bonus point may be forfeited. If the student believes a bonus point may not have been recorded, be sure to check with the instructor immediately after the class concerned.
- \* NEGATIVE CONDUCT. Use of CELL/SMART PHONES in class is distracting and discourteous. You will be asked to leave the room, and your participation grade may be penalized. If you engage in behaviors that distract from the class's learning environment (such as using a smart phone, allowing screens other than the relevant power point, showing disrespect for classmates, arriving late or leaving early without notice), you will receive **-1%** for each such infraction.
- \* **All extra credit claims for visiting the WRC (Writing Resource Center) must be submitted to me via email by 5 pm on Thursday April 27.** After this time, extra credits will be totaled and posted as line items on Canvas.
- \* The 2 extra credit categories are posted separately on Canvas: (1) Writing Resource Center, and (2) In-class contributions.

**Writing** points are intended to encourage improvement in professional writing skills. The Writing Resources Center (WRC) is a free resource on campus, offering one-to-one tutoring to UNCC students, faculty and staff. Effective and professional writing is essential for all business students, and especially in the field of marketing. If you can't market yourself properly, how can you be entrusted with marketing a brand? Tutors help with essential skills like grammar, proofreading, editing, and avoiding plagiarism.

You may take any MKTG 3110 homework assignments to the WRC for tutoring assistance. Ask your tutor to email you the standard 1-page report. Forward that report to the instructor within a week of the assignment's due date to receive extra credit for that assignment. You may receive credit from 3 visits to the WRC, although you may visit the WRC as often as you wish. Each WRC credit is worth an additional 1% on top of your total course grade. The instructor's email acknowledgment confirms your extra credit.

- \* On Tuesday Feb.7, after exam #1 assignment upload, go to the regular classroom to participate in a research project led by Dr. Lin Yang. 10-15 minute questionnaire. + ½ %

## SCHEDULE

Class	Day	Date	Topic	Assigned reading*	Homework due
1	T	Jan.10	Introduction. What is Marketing?		
2	R	Jan.12	Consumer needs. Consumer relationships		
3	T	Jan.17	Marketing & Strategy	ch.1, 2	#1 SWOT analysis
4	R	Jan.19	Marketing & Strategy, cont.		
5	T	Jan.24	Marketing Environment	ch.3	
6	R	Jan.26	Social Responsibility & Ethics in Mktg	ch.4	#2 Ethical issue
7	T	Jan.31	Consumer behavior (B2C)	ch.5	#3 Subculture
8	R	Feb.2	Consumer behavior, cont., shopper marketing, & Exam review		
9	T	Feb.7	<b>Exam #1 assignment upload</b> & Dr. Yang research participation		
10	R	Feb.9	<b>MIDTERM EXAM #1</b>		
11	T	Feb.14	Global Marketing	ch.7	#4 Ethnocentrism
12	R	Feb.16	Global Marketing, cont.		
13	T	Feb.21	Services	ch.12	#5 Super Bowl ad
14	R	Feb.23	Marketing Research	ch.8	
15	T	Feb.28	Market Segmentation	ch.9	#6 Market segmentation
16	R	Mar.2	Consumer behavior (B2B)	ch.6	
		Mar.6 - 10	<b>SPRING BREAK</b>		
17	T	Mar.14	<b>Exam #2 assignment upload</b>		
18	R	Mar.16	<b>MIDTERM EXAM #2</b>		
19	T	Mar.21	Product	ch.10	#7 New product/service
20	R	Mar.23	Product, cont.	ch.11	
21	T	Mar.28	Price	ch.13	#8 Price differences
22	R	Mar.30	Price, cont.	ch.14	
23	T	Apr.4	Promotion	ch.17, 18	#9 Sales promotion
24	R	Apr.6	Promotion, cont.	ch.19	
25	T	Apr.11	Place	ch.15	#10 Retail comparison
26	R	Apr.13	Place, cont.	ch.16	
27	T	Apr.18	Interactive Marketing	ch.21	
28	R	Apr.20	Interactive Marketing cont.; Marketing Strategy		
29	T	Apr.25	<b>Exam #3 assignment upload</b>		
30	R	Apr.27	GUEST SPEAKER: Scott Gakenheimer; mandatory assign't DUE ≤ 8am, Apr.28		
31	T	May 2	<b>MIDTERM EXAM #3</b>		
32	T	May 9	<b>OPTIONAL FINAL EXAM 8:00 – 10:30 am</b>		

The syllabus is subject to change. Any changes will be announced in class.

\*Assigned reading Pages are assigned from each chapter. See separate page for details.

## CLASSROOM EXPECTATIONS & UNIVERSITY POLICIES

### Attendance

- Regular attendance is necessary for doing well in this course. As Belk College of Business students you are expected to exercise responsibility in managing your general commitments. I appreciate that you have manifold claims on your time, so attendance in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings. Schedule changes are announced in class.
- You are responsible for any and all materials in missed classes. Pop quizzes are given in most classes, and may not be made up.
- **ATTENDANCE is required at the guest lecture.** It is worth 5% of your grade for the course. Absence is expensive.
- Practice professional conduct. Tardiness and early departure are disruptive and disrespectful, and are strongly discouraged. (Visit the restroom before or after class, not during class.)

### Classroom Etiquette

- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.
- No wandering in and out of class (This is not a drop-in event.)
- Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.
- Display your name tent in every class.

### Electronic Devices in Class

- Use of cell/smart phones and similar devices are prohibited in the classroom (University rule). Phones must be turned off during class. Students are strongly discouraged from using their phones during class time, including texting.
- Laptop computers may be used to take notes during class, as long as this does not distract you or other students. Please sit in the back row or at the sides of the classroom to minimize distraction of others.

### Exam Protocols

- All electronic devices are prohibited during exams. Anyone with a phone on his/her person during an exam will immediately be asked to leave the exam without completing it.
- No hats.
- If you leave the exam room during an exam, you will not be permitted to return.
- Time designated for each exam **INCLUDES** time for bubbling in names and answers on the Opscan sheets. Do not request extra time for these purposes.
- Students will be asked to leave their belongings, including phones and devices, at the front, side or back of the room during exams.
- Students will be asked to show University or government-issued ID during or after each exam.

### Guest Speaker Protocols

- No devices/screens. Take notes the old-fashioned way (paper and pen/pencil).
- No hats.
- Sign in before the speaker begins.
- Smart phone photos of screens, slides, etc., are not allowed without the speaker's permission.
- Display your name tent.

### Quality of Work

The expectation is for professional quality work both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Students whose native language is not English must meet the same quality requirements as others.

**Academic integrity:** All UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain. *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 UNCC. 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. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.*  
<http://www.legal.uncc.edu/policies/ps-105.html>

**Statement on Diversity:** *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.*

**Accommodations for Disabilities:** In accordance with University policy and 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.