

THE UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE
MKTG 3110-090 MARKETING CONCEPTS
Tentative Syllabus – Spring 2017

Instructor: Dr. Linda E. Swayne

Office: Friday Room 240-B

Office Hours: Monday 1:30 to 3:30pm
(other times by appointment)

Email: leswayne@uncc.edu*

Phone: 704-687-7602 (W)

704-919-0756 (H)

828-756-2280 (mnts)

COURSE DESCRIPTION: Introduction to the marketing concept and the various aspects of marketing and its interface with the external environment and other functional areas of the organization. Emphasizes developing breadth in the subject and providing a foundation for further study in marketing.

COURSE OBJECTIVES: The objectives for MKTG 3110 address two of the four core objectives as established by The Belk College of Business. These core objectives include:

1. Adaptability to change, globalization, & diversity
2. Thinking, integration, and problem solving

To accomplish these objectives, MKTG 3110 focuses on several primary and secondary goals. Primary goals of this course include:

- understanding and responding to the changing needs of diverse, global customers;
- thinking critically and acting analytically; and
- thinking and acting ethically in relation to marketing decision-making.

Secondary goals for this course include:

- taking the initiative to improve organizational practices and seek growth opportunities;
- analyzing and understanding global issues from multiple perspectives; and
- applying, articulating, and evaluating problem solving processes.

In addition, we will cover ethical, global, political, social, diversity, legal and regulatory, and environmental issues as they relate to business perspectives.

PREREQUISITES: ECON 2102 and ACCT 2122 both with “C” or better; Junior standing (60 hours completed).

REQUIRED TEXT: Kerin, R. A., and S. W. Hartley, *Marketing*, 13th edition, (New York: McGraw-Hill/Irwin, 2017).

GRADING: The grading allocation and scale used in this class are shown below. Any changes will be announced.

<u>Grade Determination</u>		<u>Grading Scale</u>
Exam 1	20%	A 90 -100
Exam 2	25%	B 80 - 89.9
Exam 3	30%	C 70 - 79.9
Assignments and	20%	D 65 - 69.9
Participation	5%	F 0 - 64.9

***No make-up exams are given during the semester. One missed exam (and only one) may be made up by taking an optional cumulative final exam given during the assigned final exam period. Alternatively, this cumulative final exam may be used to substitute for a poor grade on one of the regularly scheduled exams (1, 2, or 3). Once you opt for the substitute final exam, the decision is final. The optional final exam may be used as a make-up exam for an exam that was missed or as a substitute for a poor grade, but not both.**

Exam Ownership: Exams take many 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.

Grade Appeals: If you believe that a grade you received on a presentation/paper assignment/exam was in error or unfair, or a question on the exam was unfair or ambiguous, you may appeal it according to the following guidelines:

1. You must indicate specifically and in writing the reason for your appeal. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error.
2. The entire examination concerned will be regraded. Your grade can go UP or DOWN.
3. Appeals must be turned in NO LATER than one week after the exam or paper has been made available for your review. 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 written proof (e.g., a doctor's note), in order to receive a grade of "I."

ATTENDANCE: Regular attendance and participation in class is expected. If a class must be missed because of university-related activities or personal emergencies, prior arrangements (before the class is missed) must be made for the student to be able to make up the work. Because each of our class meetings represents a week, missing more than 3 scheduled classes will result in a grade of "F" for the course. You are expected to attend punctually all scheduled sessions and are responsible for completing the work

from all of the class meetings. Attendance will be taken at random during the semester and will be counted. You are responsible for any material covered, announcements made, assignments passed out, and any other type of work you may miss during any absence from class. Tardiness or early departure is disruptive and is, of course, strongly discouraged. Pop quizzes or in-class exercises may not be made up.

Pop Quizzes and In-Class Assignments: Pop quizzes and in-class assignments will be given during class, unannounced. They will be based on material assigned for class that day or material discussed in class. No notes or phones or other electronic devices allowed during a pop quiz. No make-ups for pop quizzes or in class assignments. Once a pop quiz as begun, late arrivals may not participate. All pop quizzes will be averaged together. Always bring a writing instrument and paper to class.

Mini-assignments will be announced for most classes. All assignments are to be completed prior to class and printed in Word docx.

University Policy on Withdrawals: Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Class Behavior: Inappropriate behavior in class distracts from the ability of others to profit from their in-class experience. Such inappropriate behavior includes arriving late, leaving early, talking, surfing the net during the class, and so on. Rude and inappropriate behavior will not be tolerated. Because it is my responsibility to provide an environment that is conducive to learning for everyone in the class, I will deduct points from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, I will have the student permanently removed from the class.

Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking e-mail, surfing the Web, or printing out homework. Attempts to engage in such behavior will be reflected in lower grades and may lead to removal from the course.

Electronic Devices: Use of cellular phones and similar devices is prohibited in the classroom. Cellular phones **MUST BE TURNED OFF DURING CLASS** and students are strongly discouraged from checking their cell-phone messages when the class is in progress. Use of instant messaging, email or other communication technologies during class time is prohibited. You may use a laptop to take notes during the class, but this should be done without distracting other students and without distracting you from the topic of discussion. *I will take very seriously any complaints from fellow students who are distracted by non-class related use of electronic devices by any student.*

It is a violation of intellectual property rights for you to use your phone or other device to “record” any materials provided in class – screens, slides, grading sheets, etc. It is rude, and perhaps illegal, to use your cell phone in this manner without explicit permission to

do so. Students violating these policies will be marked for disruptive behavior and may be asked to leave the class. Their grade will also be affected according to the class rules.

ACADEMIC INTEGRITY: Standards of academic integrity will be enforced in this course.

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 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.

THE BELK COLLEGE OF BUSINESS 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 compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to “reasonable accommodations.” As required by the University, please notify the instructor during the first week of class of any accommodations needed for the course.

Use of cell phones and computers in class:

1. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.
2. Students are permitted to use computers during class for note-taking and other class-related work only. Those using computers during class for work not related to this class must leave the
3. Communicate with the instructor in a professional manner. The subject line in all emails should begin with “MKTG 3110 Student.”

Tentative Schedule Spring 2017

(Changes will be announced in class)

Date	Day	Topic	Assignment
Jan 9	Mon	Introduction; Creating Customer Relationships Marketing Strategy, Marketing Plans	Chapter 1 Chapter 2
Jan 16	Mon	Martin Luther King Holiday NO CLASSES	
Jan 23	Mon	Scanning the Marketing Environment	Chapter 3

		Marketing Ethics	Chapter 4
Jan 30	Mon	Understanding Consumer Behavior Understanding Organizations as Consumers	Chapter 5 Chapter 6
Feb 6	Mon	EXAM 1	Chapters 1-6
Feb 13	Mon	Understanding and Reaching Global Customers Marketing Research	Chapter 7 Chapter 8
Feb 20	Mon	Segmenting, Targeting, and Positioning, Developing New Products and Services	Chapter 9 Chapter 10
Feb 27	Mon	Managing Products and Brands Managing Services	Chapter 11 Chapter 12
Mar 6-10	M-F	SPRING BREAK No Classes	
Mar 13	Mon	Exam 2	Chapters 7 through 12
Mar 20	Mon	Building the Price Foundation Arriving at the Final Price	Chapter 13 Chapter 14
Mar 27	Mon	Integrated Marketing Communications and DM Advertising, Sales Promotion, PR Managing Marketing	Chapter 17 Chapter 18
Apr 3	Mon	Using Social Media and Mobile Marketing and Mobile Personal Selling and Sales Management	Chapter 19 Chapter 20
Apr 10	Mon	Exam 3	Chapters 13-14, 17-20
Apr 17	Mon	Channels and Wholesaling Customer Driven Supply Chain and Logistics Management	Chapter 15 Chapter 16
Apr 24	Mon	Implementing Interactive and Multichannel Marketing Pulling it all together: Strategic Marketing	Chapter 21 Chapter 22
May 1	Mon	Mini-Presentations	
May 8	Mon	FINAL EXAM 5:00 – 7:30 pm	Chapters 1-22