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Ph: 704-687-7644

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www.belkcollegeofbusiness.uncc.edu/tcohen3

<table>
<thead>
<tr>
<th>Time</th>
<th>Place</th>
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<tbody>
<tr>
<td>Tuesdays &amp; Thursdays 12:30 pm - 1:45 pm</td>
<td>Friday 123</td>
</tr>
<tr>
<td>Tuesdays 9:30 am - 10:30 am, or by appointment</td>
<td>352-B (3rd floor) Friday</td>
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Course Introduction:
The fundamentals of marketing are introduced in this course, using classic theory, contemporary marketplace applications, and a comprehensive case study. 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 Concepts:
Accounting ACCT 2121; Economics ECON 1201/1202; Intro. Bus. Computing INFO 2130; Honors advisor approval

Required texts:
   No electronic learning tools required with this textbook.
2. CAROLINA FOODS, INC. CAN THE DUCHESS BECOME QUEEN? Case study of Carolina Foods, Inc., by Tamara Cohen & Linda Swayne. This text will be provided to students by the instructor.

Course Structure:
A combination of lectures, case study discussion, 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\textsuperscript{st} Midterm exam 15\%  
   2\textsuperscript{nd} Midterm exam 20\%  
   Final exam 30\%  
2. Pop quizzes / in-class assignments 25\%  
3. Guest speaker assignment 5\%  
4. Class participation 5\%  

Grade Distribution

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

1. Exams (1\textsuperscript{st} midterm 15\%; 2\textsuperscript{nd} midterm 20\%; final 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).

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) Subject matter from all 10 assignments may be included in exam questions.  
   4) Printed assignments must be double-spaced, in 12-point type, and in WORD format.  
   5) 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.  
   6) Prepared assignments will be included on all exams.  
   7) 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)

   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.
Homework Assignments

1. **DUE Sep.1:** SWOT Analysis
You are a marketing consultant responsible for performing a situational analysis for Carolina Foods, Inc. Use a SWOT analysis to identify the company’s major Strengths, Weaknesses, Opportunities and Threats.

2. **DUE Sep.17:** 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.

3. **DUE Sep.29:** Marketing Ethics
Identify an issue involving marketing ethics, which occurred in 2013-2015. What was the nature of the dilemma facing the organization? What happened? What do you think about this?

4. **DUE Oct.6:** Ethnocentrism
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 Oct.20:** 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.

6. **DUE Oct.27:** 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 2015 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?

7. **DUE Nov.3:** New Product/Service
Describe and discuss a product or service that was new to the US (or another country’s) market in 2013-2015. What makes this product/service new? (Note: New models and updated apps generally do not qualify as new products/services.)

8. **DUE Nov.10:** Pricing Strategies (Different Prices)
Compare the retail prices of the same item from two different stores. Why do you think these prices are different?

9. **DUE Nov.12:** Retailer Comparison
Go into two different retail stores and compare the following features: lighting, flooring, shelf fixtures, signage, help/service, image, ambiance.

10. **DUE Nov.17:** 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.

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**DUE Nov.24 by 12:30 pm:** Scentair MANDATORY ASSIGNMENT – submit via Moodle

What did you learn from Mr. Kindfuller’s visit? Choose one of the principles of marketing studied during this course, and describe how Scentair uses this marketing principle.
4. Guest Speaker Assignment (5%)

✓ Submit Mandatory Assignment via Moodle by 12:30 pm on Nov. 24. (5%)

Attendance is mandatory when a guest speaker visits our class. Please be sure to satisfy all the following requirements:

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

5. Class Participation (5%)

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 and class discussions, some from assigned readings. There will be pop quizzes and/or in-class assignments in several classes, so missing class is not a great strategy.
* PARTICIPATION 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.
* POINTS VALUE. Most worthwhile contributions carry a weight of ½ point per class. Extraordinary contributions are worth a full point per class. The maximum score for participation is 5% for the semester.
* If a student is awarded a participation point in class, the instructor will record it immediately. If the student does not display his/her name tent, the point may be forfeited.
* NEGATIVE CONDUCT. Use of CELL/SMART PHONES in class is distracting and discourteous. You will be asked to leave the room, and your participation 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.
* OBSERVE Classroom Etiquette:
  ✓ No cell phone calls or texting
  ✓ No computers other than for taking notes
  ✓ No refreshments
  ✓ Arrive on time (i.e. start of class)
  ✓ Leave on time (i.e. end of class)
  ✓ No wandering in and out of class (This is not a drop-in event.) Please attend to calls of nature before or after class.
  ✓ If you plan to use a computer for taking notes in class, please sit at the back or the sides of the room.

} University rules
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<thead>
<tr>
<th>Class</th>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Assigned reading</th>
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<td>1</td>
<td>T</td>
<td>Aug.25</td>
<td>Introduction. What is Marketing?</td>
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<tr>
<td>2</td>
<td>R</td>
<td>Aug.27</td>
<td>Carolina Foods, Inc.</td>
<td>case study</td>
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<td>3</td>
<td>T</td>
<td>Sep.1</td>
<td>Marketing &amp; Strategy</td>
<td>ch.1, 2</td>
<td>#1 SWOT analysis</td>
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<td>4</td>
<td>R</td>
<td>Sep.3</td>
<td>Situational Analysis - internal</td>
<td></td>
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<tr>
<td>5</td>
<td>T</td>
<td>Sep.8</td>
<td>Competitive analysis - direct, indirect, strategic</td>
<td></td>
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<td>6</td>
<td>R</td>
<td>Sep.10</td>
<td>Marketing Environment - external</td>
<td>ch.3</td>
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<tr>
<td>7</td>
<td>T</td>
<td>Sep.15</td>
<td>External environment - CFI</td>
<td></td>
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<td>8</td>
<td>R</td>
<td>Sep.17</td>
<td>Consumer behavior B2C</td>
<td>ch.5</td>
<td>#2 Subculture</td>
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<tr>
<td>9</td>
<td>T</td>
<td>Sep.22</td>
<td>Consumer behavior B2B</td>
<td>ch.6</td>
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<td>10</td>
<td>R</td>
<td>Sep.24</td>
<td>CFI Customer analysis</td>
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<td>11</td>
<td>T</td>
<td>Sep.29</td>
<td>Social Resp. &amp; Ethics in Marketing</td>
<td>ch.4</td>
<td>#3 Ethical issue</td>
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<tr>
<td>12</td>
<td>R</td>
<td>Oct.1</td>
<td>MIDTERM EXAM #1</td>
<td></td>
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<td>13</td>
<td>T</td>
<td>Oct.6</td>
<td>Global Marketing</td>
<td>ch.7</td>
<td>#4 Ethnocentrism</td>
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<td>14</td>
<td>R</td>
<td>Oct.8</td>
<td>Global Marketing, cont.</td>
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<td>15</td>
<td>R</td>
<td>Oct.15</td>
<td>Marketing Research</td>
<td>ch.8</td>
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<tr>
<td>16</td>
<td>T</td>
<td>Oct.20</td>
<td>Market Segmentation</td>
<td>ch.9</td>
<td>#5 Market segmentation</td>
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<td>17</td>
<td>R</td>
<td>Oct.22</td>
<td>CFI target market, goals &amp; objectives</td>
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<td>18</td>
<td>T</td>
<td>Oct.27</td>
<td>Services</td>
<td>ch.12</td>
<td>#6 Super Bowl ad</td>
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<td>19</td>
<td>R</td>
<td>Oct.29</td>
<td>MIDTERM EXAM #2</td>
<td></td>
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<td>20</td>
<td>T</td>
<td>Nov.3</td>
<td>Product, cont. &amp; CFI strategy &amp; tactics</td>
<td>ch.10, 11</td>
<td>#7 New prod./service</td>
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<td>21</td>
<td>R</td>
<td>Nov.5</td>
<td>Product, cont. &amp; CFI strategy &amp; tactics</td>
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<td>22</td>
<td>T</td>
<td>Nov.10</td>
<td>Price</td>
<td>ch.13,14</td>
<td>#8 Different prices</td>
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<td>23</td>
<td>R</td>
<td>Nov.12</td>
<td>Place</td>
<td>ch.15, 16</td>
<td>#9 Retailer comp.</td>
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<td>24</td>
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<td>Nov.17</td>
<td>Promotion</td>
<td>ch.17, 18, 19</td>
<td>#10 Sales promotion</td>
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<tr>
<td>25</td>
<td>R</td>
<td>Nov.19</td>
<td>GUEST SPEAKER: Andrew Kindfuller, Scentair</td>
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<td>26</td>
<td>T</td>
<td>Nov.24</td>
<td>Price, Place, Promotion - CFI</td>
<td>Scentair</td>
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<tr>
<td>27</td>
<td>T</td>
<td>Dec.1</td>
<td>Interactive Marketing</td>
<td>ch.21</td>
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<tr>
<td>28</td>
<td>R</td>
<td>Dec.3</td>
<td>Strategic Marketing, incl. financial implications &amp; controls</td>
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<tr>
<td>29</td>
<td>T</td>
<td>Dec.8</td>
<td>CFI case discussion</td>
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<td>30</td>
<td>R</td>
<td>Dec.17</td>
<td>FINAL EXAM</td>
<td>Time: 11:00 am – 1:30 pm</td>
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➢ The syllabus is subject to change. Any changes will be announced in class.
UNIVERSITY POLICIES & CLASSROOM EXPECTATIONS

Cell phones & Computers in class:
1. The use of cell phones, beepers, and other communication devices is disruptive, and is therefore prohibited during class.
2. Students may use computers during class for note-taking and other class-related work only.

Students using cell phones or using computers during class for work not related to that class must leave the classroom for the remainder of the class period.

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.