

# Principals of Marketing 3110

## Contact Information:

Dr. Suzanne M. Collins

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Mobile: 704.302.3880 (text)

Spring 2021 office hours: 6-7:30PM Wed or as needed with advanced notice

**Class Logistics:** Wed 7:30-9:45PM

Join Zoom Meeting

Register in advance for this meeting:

<https://uncc.zoom.us/meeting/register/tJUuf-CrpjkuEtTNHWitRHvdppud-dxYXQw5>

## Course Description: 3 Credit hours

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

Gain an understanding of General Marketing Concepts and the role of Marketing for the Firm and delve into the following key Marketing core components

- Market Analysis
- Target Market
- Products
- Channels
- Promotion
- Pricing
- Marketing Analytics and Research

## Instructional Method:

Lectures, videos, seminar style case discussions, and guided computer software instruction. Students should be connected and ready for class.

## Readings & Required Textbooks:

Lamb, C., J. Hair, and C McDaniel, *MKTG* (2019), 12<sup>th</sup>. ed., Cengage – book only

Supplemental recommended optional reference books and articles will also be posted online.

**Grading:** The final grade will be determined as follows:

Discussion Forums (8 @ 50 points each, 1 @25)	375 points
QUIZZES (6 @ 60 points each, 1 @40)	400 points
Group Project (Emerging Trends)	150 points
MARKETING PLAN – <b>Individual project</b>	100 points
Video Participation, In-class group exercises or Post Class Quiz (not included in total points)	30 points
Total	925 points

**Final letter grades will be based on the following totals:**

- 90% and above A (Superior Performance)
- 80%-89.99% B (Good Performance)
- 70%-79.99% C (Average Performance)
- 60%-69.99% D (Below Average Performance)
- Less than 60% F (Failing)

Portions of the following paragraph are from the University's Policies and Procedures for Appeals of Final Course Grades; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

**Final letter grades are not curved or rounded.** Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal. It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

**Students are expected to participate in the class.** Students are expected to attend every class and remain in class for the duration of the session. Participation in class is expected and will count.

**Legal Notification – last day attended:** The United States Department of Education requires UNC Charlotte’s Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. If you earn an F or U grade, your last date of attendance will be reported to the United States Department of Education. *This may require you to pay back any financial aid funds received for this course.*

(For additional information, see [Last Date of Attendance FAQs](#) on the Registrar's website.)

### **Civility**

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further. Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real-world examples.

I will encourage everyone to consider how they can recognize, promote, and celebrate diversity that beneficial to both employers and society at large. Discussion may be brought to an abrupt halt as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course

grade.

**Academic Integrity/Honesty:** Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor and are binding on the students. 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 failing. Students are expected to report cases of academic dishonesty to the course instructor.

### **Other Information**

Students are responsible for all announcements made in class and on the class online resources. Students should check the online Canvas class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

**The instructor will discuss grades only with the student; student e-mails other than related to scheduling appointments may not be answered by the instructor.**

Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes if possible to permit class discussion. If time doesn't permit it, then those questions should be asked during office hours with notice or by other scheduled appointments. Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class or via Canvas Announcements notice. The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

### **COVID 19 - Special Guidelines for In Person:**

It is the policy of UNC Charlotte for the Fall 2020 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear [CDC-compliant face coverings](#) while in buildings including in classrooms and labs. Students are permitted to remove face coverings in classroom or lab settings only when I explicitly grant permission to do so (such as while asking a question, participating in class discussion, or giving a presentation) and while at an appropriate physical distance from others. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under [Code of Student Responsibility](#).

**Absenteeism as a Result of COVID 19:** Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

Do not come to class if you are sick. Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.

If you are sick: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

If you have been exposed to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will help you continue to make progress in the course: assess and provide assignments on a case-by-case basis. **The final decision for approval of all absences and missed work is determined by the instructor.**

**Late Policy:** Assignments are due as assigned. This class has a very straightforward late policy: I realize life happens, and things will be late from time to time. To that extent, assignments can be turned in up to a week late, past their original due dates. "Late" is defined as after the assignment is due

The catch: any work submitted late will be eligible to earn **no higher than a C grade (75%)**. So, you can still earn the bulk of the credit, as long as you're submitting work that meets the assignment goals. This is an across-the-board policy--no need for excuses or explanations. **Anything not submitted within a week of the due date will get a permanent zero.**

**Exception to policy:** discussion postings cannot be accepted late. (Discussion forums are similar to in-class conversations, and rely upon timely interaction between students. Posting late to a discussion forum is a bit like coming into a classroom three hours after class has ended: you may be ready to talk, but there's no one around to interact with.)

## Discussion/Assignments:

This course will make use of all concepts discussed to build the class participants individual marketing plan. Therefore, once completed, the assignment should be posted to the discussion and then comments per the rubric for assignment/discussion will govern the evaluation of the submitted assignment (see Appendix).

## Attendance and Participation (up to 30 pts not included in total points):

Regular, on-time class attendance is required; you must be signed into Zoom with the ability to access google documents. The concepts described in class may not appear in textbooks. If a student misses a class, the student must work with other students to learn what material was covered—the instructor will not meet with students to cover missed material. There are no excused absences in the course regardless of reason--any requests will be ignored/denied.

### Grading:

Full attendance = 30 points

1<sup>st</sup> Absence = 15 points

2<sup>nd</sup> Absences = 0 points

3 or greater = -15 points each absence

### **Evaluation attendance and participation will either be through participation in a group exercise**

It also includes paying attention to the class discussion. Failing to complete assigned exercises or spending time drifting off to other sites while class is ongoing will result in reductions. related work will result in a grade reduction following the same guidelines on percentages as posted for absences.

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**The instructors will discuss grades only with the student; by scheduling appointments only.** Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes to permit class discussion. If time doesn't permit it, then those questions should be asked **via canvas email notification only**. If further clarification is needed, please request time with during office hours with notice or by other scheduled appointments.

**Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it.** Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

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Date	S#	Topic	Details	What is due?	Assignment
20-Jan	1	Introduction to Marketing	Syllabus / Expectations Chapter 1 - Introduction to Marketing	N/A	Read Chapters 1 & 2 Complete Discussion
27-Jan	2	Marketing Values and the Marketing Plan	Chapter 2 - Strategic Planning For Competitive Advantage Term Project – the Marketing Plan	Syllabus Acknowledgement	Read Chapter 9 Readings: 1a & 1b Market Driven Organizations
3-Feb	3	Marketing Research	Chapter 9 - Marketing Research	Market Driven Organizations Discussion	Read Chapters 6 & 8
10-Feb	4	Consumer Behavior, Markets & Segments	<b>Quiz 1: Chapter 1, 2, 9</b> Chapters 6 Consumer Decision Making Chapter 8 Markets & Segments	Research Questions	Read Chapters 10 & 11
17-Feb	5	Product	<b>Quiz 2 - Chapters 6 &amp; 8</b> Chapter 10 - Product Chapter 11 - Developing & Managing	Marketing Plan Part 1	Read Chapters 13 & 14
24-Feb	6	Distribution	<b>Quiz 3 - Chapters 10 &amp; 11</b> Chapter 13 & 14 – Distribution	Marketing Plan Part 2	Read Chapter 19
3-Mar	7	Pricing - Asynchronous	<b>Quiz 4 - Distribution (Place) and Pricing</b> Chapters (Review Pricing video first) Chapter 13 - Supply Chain Chapter 14 - Retailing Chapter 19 – Pricing	Marketing Plan Part 3	Read Chapters 15, 16 & 18
10-Mar	8	Promotion	Chapters 15- Marketing Communications Chapter 16 - Advertising, Public Relations, and Sales Promotion Chapter 18- Social Media	Market Plan Part 4	
17-Mar	9	IMC Plan	<b>Quiz 5 - Promotion Chapters 15, 16, &amp; 18</b> Integrated Marketing Deck		Read Chapter 3 & slides for next week
24-Mar	10	Marketing Controls and Ethics	Review Asynchronous Video for Ethics & Social Responsibility <b>Quiz 6 - Ethics and Social Responsibility</b>		
31-Mar		BREAK			
7-Apr	11	Marketing Plan Presentations	Plan Presentations	Turn in final Marketing Plan	
14-Apr	12	Marketing Plan Presentations			Emerging Trends Reading
21-Apr	13	Emerging Trends 1	Emerging Trends discussion <b>Quiz 7 Emerging Trends</b>	Emerging Trends discussion	
28-Apr	14	Trends Presentations	Group Emerging Trends Presentations	Turn in Emerging Trends	
EXAM sched	15			N/A	N/A

## APPENDIX

### Guidelines and Grading for Assignment/Discussions

Each session our Case Discussion will involve a scenario in which we want to apply one or more marketing concepts to determine the best course of action.

Each Case Discussion consists of two parts:

- Your initial analysis
- Your critique of the analyses of two classmates

In both the initial analysis and the critiques, you should focus on three things:

1. **Identify** one or more concepts that we have introduced in the course that are relevant to the scenario. In some Cases, there will only be one concept that is relevant to the scenario; in other Cases, there could be more than one relevant concept. The aim is to use concepts that we develop in that particular week, but it is often acceptable to identify concepts that we developed previously that are relevant to that week's scenario.
2. **Explain** the concept. Define it. Demonstrate that you understand what it means. Use the technical Marketing vocabulary that we will be introducing.
3. **Apply** the concept. Show how it fits the Case scenario. Explain the implications of that concept for that situation. Use that concept to explain what the best course of action is for that scenario.

Each Case Discussion – initial analysis and two critiques – will count for 50 points. 30 of those points will come from the initial analysis and 20 from the critiques (10 points for each of the two critiques).

We will use the following rubric to grade the initial analysis:

	10 points	7 points	5 points	0 points
Identify Concept	Correctly identifies relevant concept	Identifies a course concept that is somewhat relevant	Identifies a course concept that is not relevant	Does not identify any course concept
Explain Concept	Correctly explains and defines concept	Somewhat correctly explains and defines concept	Incorrectly explains and defines concept	Does not explain or define concept
Apply Concept	Correctly applies concept	Somewhat correctly applies concept	Incorrectly applies concept	Does not apply concept

Each critique will be graded on the following basis:

1. Statement of whether you agree or disagree with the analysis (or somewhere in between). This counts for 3 of the 10 points per critiques
2. Explanation for basis of agreement or disagreement. The explanation will use the **Identify, Explain, Apply** structure referred to above. For example, you might disagree with an analysis because you think it is not using the correct concept, or is applying a correct concept incorrectly. This counts for 7 of the 10 points per critique. Note that a full-credit critique is going to be more than 1 or 2 sentences in length.