

MARKETING FROM A MANAGEMENT PERSPECTIVE

MGMT 6160 U01 SPRING 2019

SUNIL EREVELLES, PhD

- CLASS HOURS:** Tuesday 9:30 am – 12:15 pm
- CLASSROOM:** Center City Building 604
- OFFICE:** Friday 229A
- E-MAIL:** sunil.erevelles@uncc.edu
- PHONE:** Office number: (704) 687-7681
Mobile number: (704) 756-6055
- OFFICE HOURS:** Mondays 8:15 - 10:15 pm (CCB)
Thursdays 11:00 am – 1:00 pm (Friday 229)
By Appointment ANYTIME, 7 days a week
- READINGS:** Will be provided on Canvas
(Required)
- SUPPLEMENTAL READING** The Caterpillar's Edge: Evolve, Evolve Again, and Thrive in Business,
(Required) Rugged Land, Sid Mohasseb. ISBN-10: 0996636315
- OTHER READING:** 1. At least one current business periodical
(Required) (Bloomberg BusinessWeek, Fortune, The Wall Street Journal, Fast Company),
2. Lecture Guide

**MGMT 6160-U01: MARKETING FROM A MANAGEMENT
PERSPECTIVE
SPRING 2019: TENTATIVE SCHEDULE**

DATE	TOPIC	ASSIGNMENT
January 15	Introduction and Overview	Reading 1
January 22	Marketing in 2019 The Market-Driven Organization	Reading 2
January 29	Group Case 1	Reading 3
February 5	The Marketing Environment: The Future of Markets- Managing Marketplace Change	Reading 4
February 12	Market Segmentation Positioning, Mass Customization Term Project Overview	Reading 5
February 19	Market Segmentation Positioning, Mass Customization Term Project Overview	Reading 6
February 26	Product Strategy,	Reading 7
March 12	Product Strategy, Midterm Examination	Reading 8
March 19	The Future of Innovation	Reading 9
March 26	Branding Strategy	Reading 10
April 2	Pricing Strategy	Reading 11
April 9	Pricing Strategy, Advertising Strategy	Reading 12
April 16	Promotion Strategy, Integrated Marketing Communications Case 2 due	Reading 13
April 23	Promotion Strategy	Reading 14
April 30	Distribution Strategy Managing Change, Winning, The Future of Marketing	Reading 15
May 7	Final Examination Term project presentations	8:00 -10:30 am

MARKETING FROM A MANAGEMENT PERSPECTIVE

This overview is designed to present specific information about "Marketing from a Management Perspective". It explains how the course will be conducted, methods of evaluation and assigned readings and cases. Please review it carefully to prepare yourself for successful completion of the course.

PURPOSE:

The purpose of this course is to aid you in understanding the relationships that exist in a market-based economic system. You should benefit from such a program of study whether or not you plan to work in marketing, or for that matter, whether or not you plan to enter a business organization upon graduation. The course should provide you with an organized framework of concepts and terms which facilitate the understanding of the process of exchange from the perspective of a citizen, as well as from the perspective of a decision maker of marketing activities in an organization.

OBJECTIVES:

1. To analyze critically the marketing process, the environment within which it operates, the institutions involved and the functions that are performed.
2. To present an analysis of marketing trends and how they apply to present and future business strategy.
3. To incorporate the social aspects of marketing thought throughout the course.
4. To provide a foundation for those students who plan to do advanced work in marketing and related disciplines.
5. To enable students to understand how basic marketing ideas are applicable to other than business institutions, and to personal career and consumption patterns.
6. To create a dynamic, relevant and future-oriented learning experience.

READING ASSIGNMENTS:

A list of reading assignments is presented beside the topic for each class session. Beside each date are the chapters to be read for that class meeting. It is expected that students will be prepared to answer questions on the readings or cases when called upon in that session. Students also are expected to be well read on current marketing and business issues from current periodicals (Bloomberg BusinessWeek, Fortune, Wall Street Journal, etc.).

CLASS FORMAT:

The class will be conducted in a lecture – discussion - case format. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self-study or through the readings. Instead class discussion will focus on those areas where comprehension and insight is substantially enhanced by additional elaboration, illustration or futuristic thinking.

EXAMINATION PROCEDURES:

Two examinations will be given during the semester. Class materials, readings, assigned cases, current issues and other reading assignments will be covered on these examinations. To ensure fairness on the examinations, students are not permitted to record any part of the lecture or discussion, unless special circumstances are involved. In such cases, written permission from the professor is needed.

Examinations and assignments are scheduled well in advance and students are expected to arrange their personal schedules so as to be present. Any make-up examinations will normally be of the essay format. Make-up examinations will normally take at least two weeks to be graded. Occasionally, mini-tests covering lecture or readings content or current events will be given in class. Generally no preparation is needed for these mini-tests, and no advance notice will be given for these ad hoc tests.

CASES/ASSIGNMENTS:

Two cases, related to the lecture topics, will be assigned during the semester. In addition, other mini-assignments that will help gain insight into topics discussed in class will also be assigned

THE TERM PROJECT:

Students will be required to work on a term project. The details of the term project will be discussed in class. Both primary and secondary research may be required. In addition to what will be discussed in class, please observe the following general guidelines when writing up your term project.

1. The term project should be turned in on 8 1/2" x 11" paper. The plan should be double spaced, with appropriate margins on all sides.
2. Please staple your pages together. Do not use any cover or cover page.
3. Be sure that the first page has an appropriate title for the plan, and is clearly marked with your names and student ID numbers.
4. Late projects will not be accepted. The due date has been established on the first day of class, thereby leaving no doubts about when the plan should be turned in. You may, however, turn in your plan before the due date.
5. You are required to submit a hard and soft copy of the term paper.
6. Projects that are particularly well written and organized will receive bonus points.
7. Projects that have grammar or spelling errors will receive lower evaluations. ONE POINT IS TAKEN OFF FOR EACH SPELLING OR GRAMMATICAL ERROR (even if it is the same error repeated), up to a maximum of 50 points per error. Please proofread your paper carefully, or have a friend proofread it to avoid losing points for spelling and grammatical errors.

ATTENDANCE:

I realize that many students work full-time, and have busy schedules. However, this is not an excuse for poor attendance, as you have made a time commitment when you signed up for this class. Any student who misses more than two scheduled sessions of class time will automatically fail the class, unless truly exceptional circumstances are involved. In such cases, the student is

required to seek prior approval from the professor before missing a class. In extreme situations, where this is not possible, the student should contact the professor immediately after missing a scheduled session. The professor may refuse approval for absence for any reason, including your past attendance record and performance in class. Because of the format of the lecture, the time of the last lecture may be different than the normal schedule.

GETTING THE MOST FROM THIS COURSE:

Students are the primary reason for the existence of a university. I consider students to be the most important people on campus. Consequently, I strive to achieve excellence in delivering value for the time, money and other resources expended by each student in taking this course. This includes a thorough dissemination of the subject matter, as well as insight to use the concepts discussed in class in your professional and personal lives. If you have any kind of problem that prevents you from getting the most out of this course, you are encouraged to immediately meet with me, and discuss the issue. If that is not possible, please e-mail me immediately. Do not be bashful about discussing any kind of problem related to this course with me. I will be delighted to listen to, and respond to any viewpoint or comment. You are also encouraged to build relationships with your classmates. Their backgrounds and experiences are a tremendous resource that can only enhance your own educational experience.

APPEALS:

If you feel some part of your examination or case was graded unfairly or harshly, or an examination question 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.
2. The entire examination concerned will be re-graded. Your grade can go UP or DOWN.
3. Appeals must be turned in NO LATER than one week after the examination or paper has been passed back to you.

BONUS POINTS:

Bonus points, designed to assist students in securing higher grades, can be earned by INSIGHTFUL DISCUSSION in class, doing special assignments or participating in bonus exercises. Bonus points are given at the complete discretion of the professor and are based on his judgment. The professor has the right to cancel the bonus points of any student for any reason. Reasons could include poor attendance, academic misconduct, etc.

Some bonus assignments are available during the semester. These may be short quizzes over materials from recent class sessions. There may also be opportunities to participate in marketing research projects for bonus points. Such assignments are voluntary, and the points assigned are additional to normal examination and cases points.

Primarily however, the professor will award bonus points for insightful class discussion. The goal here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Usually these bonus points are assigned when the professor believes that a student has added significant insight to the learning process in class through class discussion. It is the student's

responsibility to actively participate in class discussion, and attract the professor's attention if they want to earn these bonus points. (This is no different than a normal workplace situation.) As this class is not graded on a "curve," bonus points received by one student do not affect the grades of other students.

- Bonus points have to be reported to the professor by email (sunil.erevelles@uncc.edu) on the same day that they are awarded.
- The subject line on the email should read exactly "**BONUS-SPRING2019**" (no spaces)
- You should briefly state why you received the bonus points, and the number of bonus points awarded.

Failure to follow these three steps will result, without exception, in the forfeiture of the bonus points.

GRADING:

The final grade will be determined on the following weights (out of a total of 1000 points):

Examinations (Midterm: 300 points, Final: 400 points)	700 points (70%)
Cases and case presentations, assignments, class participation, and mini tests	150 points (15%)
Term project	150 points (15%)

By attending class beyond the second week, students agree to follow the framework and rules related to this course that is described above. Final grades will be based on the following totals: (totals include bonus points)

920 and above	A (Superior Performance)
800-919	B (Good Performance)
650-799	C (Average Performance)
Below 650	U

ACADEMIC INTEGRITY

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 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.

STATEMENT ON DISABILITIES AND OTHER ACADEMIC ACCOMODATIONS

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.