Course Description: MKTG 3110. Marketing Concepts. 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 and through conventional consumer products, also in the context of business-to-business markets, not-for-profit markets, and marketing of services.

Prerequisites: The following must be met: ACCT 2121; ECON 1202; junior standing


Course Objectives: To:
- 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 of the elements of the classic marketing mix;
- Comprehend the integration of various marketing concepts into the marketing strategy;
- Appreciate the position of marketers in issues of social responsibility and ethics.

Course Methodology: Class material will come from the text, videos, guest speakers, etc. You are responsible for all the material covered in class and referenced in the power points. Not all the material in each chapter will be included in the power points. Changes in the syllabus will be reflected in the current syllabus on Moodle; it is your responsibility to refer to the syllabus on Moodle for questions about test dates, etc.

Attendance: Class attendance is expected but will not be taken. If you are responsible for presenting information to the class on a particular day, other arrangements should be made.

Participation: Students can earn extra points for participating in class. I am looking for quality contributions, not quantity. The points will be added to your test grades; a total of 10 points is available for each test.

Tests: Tests can only be made up with prior permission, and must be taken within 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. Only one make-up will be given per student/semester. Students must have documentation for their excuse.

Team Project: Information about the project will be available on Moodle. Each team will present a marketing for a product or service they have created.

In-Class Exercises: There will be an exercise on the material covered during almost every class. Students must
complete five exercises over the course of the semester; if students complete more than five that will be taken into consideration during final grading.

**Grading:**

- Team Project = 15%
- Three tests at 25% each = 75%
- In Class Exercises = 10%

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**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

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.

**NOTE:** Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

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**STATEMENT of INCLUSION**

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.

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**Class Policies**

1. Discussion is essential to learning. However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.

   All students are required to abide by the UNC Charlotte Sexual Harassment Policy (http://www.legal.uncc.edu/policies/ps-61.html)

2. The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during presentations.

3. Late comers to class must let me know at the end of class so I can mark them present but late.

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**TENTATIVE COURSE OUTLINE**

**DATE** | **TOPIC**
January 14  Chapters 1 and 2  
Creating Customer Relationships and Value through Marketing  
Developing Successful Marketing and Organizational Strategies

January 21  Chapters 3 and 4  
Scanning the Marketing Environment  
Ethical and Social Responsibility in Marketing

January 28  Chapters 5 and 6  
Understanding Consumer Behavior  
Understanding Organizations as Customers

February 4  Chapter 7  
Understanding and Reaching Global Consumers and Markets

February 11  Test #1, Team Time

February 18  Chapters 8 and 9  
Marketing Research: From Customer Insights to Actions  
Market Segmentation, Targeting, and Positioning

February 25  Chapters 10 and 11  
Developing New Products and Services  
Managing Successful Products, Services, and Brands

March 11  Chapters 12 and 13  
Services Marketing  
Building the Price Foundation

March 18  Chapter 14  
Arriving at the Final Price

March 25  Test #2, Team Time

April 1  Chapters 15 and 16  
Managing Marketing Channels and Supply Chains  
Retailing and Wholesaling

April 8  Chapters 17 and 18  
Integrated Marketing Communications and Direct Marketing  
Advertising, Sales Promotion, and Public Relations

April 15  Chapters 19 and 20  
Using Social media to Connect with Customers  
Personal Selling and Sales Management

April 22  Chapters 21 and 22  
Implementing Interactive and Multichannel Marketing  
Pulling It All Together: The Strategic Marketing Process

April 29  Test #3
Final Exam Period-Team Presentations