

**MKTG 3110 – 04**  
**Marketing Concepts**  
**Spring 2019**

*This syllabus contains the policies and expectations established for MKTG 3110, Marketing Concepts. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students.*

<i>Instructor</i>	<i>Email</i>	<i>Telephone</i>	<i>Office Location</i>	<i>Office Hours</i>
Ms. Lisa Rolan	lrolan@uncc.edu	704-687-7710	FRI 290C	TR: 7:30 am to 8:15 am Or by appointment

**Classes**                      MKTG 3110 - 004              TR              8:30 – 9:45 am              Friday 142

**Textbook**                      *Marketing (14<sup>th</sup> Edition)* by Kerin and Hartley  
**Required readings may be assigned in Canvas**  
**Students are also expected to be reading current articles from business periodicals such as Wall Street Journal, Business Week, and Fortune, etc.**

**Welcome**                      Welcome to Marketing Concepts! I am so glad you decided to enroll in this course at UNC-Charlotte. I'm sure you will find it a rewarding experience. I am Lisa L. Rolan and am an Adjunct in the Belk College of Business at UNC-Charlotte. I have been teaching since 2013, but only at UNC Charlotte since 2018. Additional information about my background is included in the Additional Instructor Information in this syllabus.

**What is a Marketing Concepts Course?**                      *Marketing Concepts* is a three-credit hour course designed to give you an introduction into the five marketing concepts that a business can use to help market their goods and services. Marketing concepts are driven by a clear objective that considers cost efficiency, social responsibilities, and effectiveness within a market.

**Course Description**                      *MKTG 3110. Marketing Concepts.* (3) Prerequisite: ACCT 2121, ECON 1202; and junior standing.

Marketing is about the exchange process -- the exchange of goods, services, and/or ideas between or among individuals, organizations or some combination. We will explore concepts, theories and issues regarding customers, competition, the environment and the traditional marketing mix (Product, Distribution, Price, and Promotion). To help you develop marketing decision-making skills this course includes lectures, discussions and exercises, readings, videos, and exams.

**Objectives**                      The objectives of this MKTG 3110 address two of the four core objectives as established by The Belk College of Business Administration. These core objectives include:

- Adaptability to change, globalization, & diversity
- Thinking, integration, and problem solving

In order to accomplish these objectives this course 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;
- 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;
- 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.

In order to accomplish these objectives students will need to develop a comprehensive understanding of marketing terminology, concepts, systems, decision processes, and marketing environments. In addition, students will need to apply and demonstrate their knowledge of the marketing planning process from an ethical perspective using problem-solving skills

### **Class Format**

In order to accomplish the course objectives, students need to be responsible for reading and analyzing information provided in the textbook and class lectures. If students have questions about the readings, they can email the professor prior to class. Class discussions will not necessarily follow from the textbook. Since students can comprehend the information by reading the textbook, class time can be devoted to applications of marketing concepts. Therefore, students will improve their success in the course by reading the textbook and attending class to learn marketing applications.

### **Suggestions for Success**

For most students this will not be a "difficult" course. However, there will probably be some students who did well in academic courses where information was most important and who will be surprised at the relative difficulty of this course where manual skills and visualization are most important. So do not think that if you are a "B" student you will probably get a "B" in this course. You might get an "A" with relative ease . . . or a "C" with difficulty, and still be (and correctly so) a "B student" in your information-heavy, mainly lecture-type courses. The courses that follow this will be significantly different.

### **Course Exams, Assignments, Attendance & Participation**

#### **Exam # 1 – 100 points**

(Chapters 1- 4 and Appendix A, Canvas reading; Class Notes)

#### **Exam # 2 – 100 points**

(Chapters 5 – 9; Canvas Readings, Class Notes)

#### **Exam # 3 – 100 points**

(Chapters 10 - 15; Appendix B; Canvas Readings, Class Notes)

#### **Exam # 4 – 100 points**

(Chapters 16 - 22; Canvas Readings, Class Notes)

#### **Final Exam – 100 points**

(Cumulative Chapters 1 - 22; Appendix A; Canvas Readings, Class Notes)

#### **Online Group Presentation – 200 points**

Group Plan and Online Discussion

### **Group Presentation – 240 points**

Final presentation and paper

### **Attendance/Participation/Assignment – 60 points**

Students are evaluated on participation through active engagement during discussion periods, thoughtful and reflective responses to their peers, and evidence of at-home preparation for classroom discussions.

**Total** **1,000 points**

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

**In-class Participation:** It is solely your responsibility to obtain class material if you are absent. In-class participation points can be earned by students that are physically in-class during the activity or the Dean of Students Office sends an excused absence. In-class participation points are given randomly throughout the semester.

Note: Students have one week after class participation grades are posted to contact me about any errors in their course participation grades.  
Any excused absences need to come from the Dean of Students Office.

### **Guidelines for Success in MKTG 3110:**

1. Students should read assigned chapters prior to class. Class time is used to (1) reinforce important concepts from the text, (2) provide new information not found in the text, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on exams, papers, exercises, and attendance and participation. You have to demonstrate your *understanding and application* of the material; this is what determines your overall grade.
2. Students should take notes on the chapter readings prior to attending class. If you do this, you will have an easier time recording additional notes in class. Taking notes is not writing down every written or spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all the textbook material in class. Students are responsible for all assigned material, whether or not it is discussed in class.
3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. This is very distracting to the learning environment. It is also unprofessional and disrespectful. This behavior will lower your attendance and participation grade.

All students should be attending all classes. Attendance will be randomly taken throughout the semester. Any student missing 6 or more classes will automatically fail the class. However, it is understandable that there will be times when a student cannot attend a class due to illness or family emergency. In these situations, students need to go to the Dean of Students office and request a note be sent to the professor

4. You are responsible for obtaining notes from a classmate and finding out details regarding assignments on days you are absent.

5. All students are graded fairly and consistently, according to the total number of points earned on each assignment. Please do not ask me to grade you differently based on a personal circumstance, your full-time or part-time job, your visa status, your roommate, girlfriend, boyfriend, or any other situation or issue.
6. All PFS papers must be typed. Please use **Times New Roman, 12 point font**. Always proofread and edit your assignments before submitting them for a final grade. These papers will be graded on content, format, organization, mechanics, grammar and spelling. Utilize the Writing Resources Center on campus to improve your writing skills.
7. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.
 

- After assignments are taken up at the beginning of class	- 5 points
- After class, but by 6:00 pm on the due date	- 10 points
- One day late, by class time	- 20 points
- Each additional day late, by class time	- 20 points per day
8. Please prepare for exams early. Ask questions and participate in class throughout the semester. Examine your understanding of the material by using the Summary of Learning Objectives, Key Terms, Questions for Review, and Glossary sections found at the end of each chapter. Still need help? Form a study group of your classmates and begin studying for the exam at least one week prior to the exam date.

The format for the exams is true-false and multiple choice. Please come prepared for the exams with two # 2 pencils. **Late admittance to exams may not be permitted.** Students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* in order to obtain permission to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam. Make-up exams may be in multiple-choice and short-answer format.

Students must display proper conduct during exams, that is:

- All electronic devices are prohibited during exams.
  - Anyone with a phone on his/her person during an exam will immediately be asked to leave the exam without completing it.
  - Maintain a clear workspace (no personal belongings near desktop).
  - Keep your eyes on your exam handout and answer form.
  - Cover your answers to prevent others from viewing your work.
  - All hats must be removed or turned backwards.
  - Once the exam begins, students may not leave the classroom and return.
  - If you leave the exam room during an exam, you will not be permitted to return.
  - Time designated for each exam **INCLUDES** time for bubbling in names and answers on the Opscan sheets. Do not request extra time for these purposes.
  - Students will be asked to leave their belongings, including phones and devices, at the front, side or back of the room during exams.
  - Be sure to take care of any personal needs before the exam begins.
  - All exam materials are collected by the end of the class. **You must present a government issued picture id (University, state, federal, etc.) to turn-in during the exam.** Students not presenting a valid id will not be given a grade for the exam until the student presents a picture ID to the instructor.
9. If you miss an exam or assignment, you will receive a “zero” unless you have a **documented, excused absence**. In the case of a University excused absence, you are allowed to complete the work.
  10. Communication with Ms. Rolan – Email messages regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal manner. Proper email

etiquette begins with a clear, direct subject heading to include your class name, with appropriate section number, and purpose of the email. An appropriate salutation (e.g., “Ms. Rolan”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate content, grammar, spelling, punctuation, and tone.

11. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

#### 12. Classroom Etiquette

- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. **Rude and inappropriate behavior will not be tolerated.** Since it is the instructor’s responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.
- No wandering in and out of class (This is not a drop-in event.)
- Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.
- Display your name tent in every class

#### 13. Electronic Devices in Class

- Use of cell/smart phones and similar devices are prohibited in the classroom. Phones must be turned off during class. Students are strongly discouraged from using their phones during class time, including texting.
- Laptop computers may be used to take notes during class, as long as this does not distract you or other students. Please sit in the back row or at the sides of the classroom to minimize distraction of others.

**Your Ideas, Evaluations, Etc.** In general, your ideas, comments, suggestions, questions, grade challenges, etc. are welcome. Your discretion in these matters is expected, however. No part of your grade will be based on anything other than your coursework and attendance.

You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress. Midterm and at the end of the course period, you will be asked to submit an anonymous survey and would appreciate your feedback honestly on what you like and don’t like and how I can improve both the content and my style.

**UNC Charlotte Email:** Students should read their UNC Charlotte email on a continuing (at least, daily) basis. In addition, business students should remain professional in all communication with the University.

**Classroom Culture:** I want our classroom to be a place where we deeply listen to each other and respect the feelings, experience, and wisdom behind what we all say. I want us all to speak the truth as we understand it but to feel safe questioning things we don’t know or understand. We all hold pieces to the puzzle.

It should go without saying at this point in your academic pursuit that out of respect for the learning process we should all show up on time, be prepared, refrain from using cellphones and other electronic devices and not pack up and leave early. If you have caring or medical obligations that mean you must arrive late or leave early, please speak to me. I also make a commitment to you that I will be prepared, present, and engaged for our first time together.

**Canvas:** UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit [canvas.uncc.edu](https://canvas.uncc.edu). If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or [itservices.uncc.edu](https://itservices.uncc.edu).

**Honor Code:** Students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described at [legal.uncc.edu/policies/up-407](https://legal.uncc.edu/policies/up-407), and the “Noble Niner UNC Charlotte Honor Code” at [studentaffairs.uncc.edu/niner-code](https://studentaffairs.uncc.edu/niner-code). Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

**Diversity Statement:** 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.

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

**Professional Behavior:** Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. Our expectation is that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to, and engage with, faculty, classmates, and guest speakers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade, as well as potentially being asked to leave class.

**Syllabus Modification:** The standards, requirements, dates and topics set forth in this syllabus may be modified at any time by the professor. Notice of such changes will be by announcement in class or via email.

**Additional Information:** I have had the pleasure of teaching since 2013 and at UNC Charlotte since 2018. Before getting into the teaching profession, I was a Chief Financial Officer for local governments across the United States and for the past six years, the Small Business Center Director at South Piedmont Community College. After spending 20 years in finance and business start, I decided to pursue my dream of educating others. I am currently in my second year at UNC-Charlotte pursuing my DBA. My passion is entrepreneurship and business as well as health care administration.

Outside of my college life, my husband Mike and I enjoy buying and remodeling homes, traveling, fishing, and anything that involves being outdoors. I am a North Carolina native and have two great children and I am expecting my first grandbaby in May!!!

## MKTG 3110-004: Marketing Concepts

Note: Class information printed in regular font, exams and assignments in **bold**, and *University information in italics*.

DATE		TOPIC	TEXT
R	1/10	Introduction, Classroom Expectations,	
T	1/15	Creating Customer Relationships and Value through Marketing	Ch 1
R	1/17	Developing Successful Organizational and Marketing Strategies	Ch 2
T	1/22	Scanning the Market Environment	Ch 3
R	1/24	Ethical and Social Responsibility for Sustainable Marketing	Ch 4
T	1/29	<b>Exam – Chapters 1 to 4</b>	
R	1/31	Understanding Consumer Behavior	Ch 5
T	2/5	Understanding Organizations as Customers	Ch 6
R	2/7	Understanding and reaching Global Consumers and Markets	Ch 7
T	2/12	Marketing Research: From Customer Insights to Actions	Ch 8
R	2/14	Market Segmentation, Targeting, and Positioning	Ch 9
T	2/19	<b>Exam – Chapters 5 to 9</b>	
R	2/21	Developing New Products and Services	Ch 10
T	2/26	Managing Successful Products, Services, and Brands	Ch 11
R	2/28	Service Marketing	Ch 12
T	3/5	<b>Spring Break</b>	
R	3/7	<b>Spring Break</b>	
T	3/12	Building the Price Foundation	Ch 13
R	3/14	Arriving at the Final Price	Ch 14
T	3/19	<b>Exam – Chapters 10 – 14</b>	
R	3/21	<i>No Class – Group Assignment Due; Online Discussion</i>	
T	3/26	Managing Marketing Channels and Supply Chains	Ch 15
R	3/28	Retailing and Wholesaling	Ch 16
T	4/2	Integrated Marketing Communications and Direct Marketing	Ch 17
R	4/4	Advertising, Sales Promotion, and Public Relations Using Social Media and Mobile Marketing to Connect with Customers	Ch 18 Ch 19
T	4/9	Personal Selling and Sales Management	Ch 20
R	4/11	Implementing Interactive and Multichannel Marketing	Ch 21
T	4/16	Pulling It All Together: The Strategic Marketing Process	Ch 22
R	4/18	<b>Exam – Chapters 15 – 22</b>	
T	4/23	<b>Group Presentation – Mandatory Attendance</b>	
R	4/25	<b>Group Presentation – Mandatory Attendance</b>	
T	4/30	<i>Last Day of Class</i> <b>Final Group Presentation – Mandatory Attendance</b>	
T	5/7	<b>FINAL EXAM – CUMULATIVE</b>	