SYLLABUS
Marketing Concepts - Spring 2012
MKTG 3110-090 - Course # 24581
Belk College of Business, UNC-Charlotte

Instructor: Mrs. Tamara L. Cohen        Tel:  704-687-7644
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www.belkcollegeofbusiness.uncc.edu/tcohen3

Time                     Place

Class  Tuesdays 6:30 pm - 9:15 pm  Lecture Hall 200, Denny
Office Tue. 1:00 - 2:00 pm; Thu. 2:00 - 3:00 pm  352-B (3rd floor) Friday Building or by appointment

Course Introduction
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 the contexts of business-to-business markets, not-for-profit markets, and 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 of the elements 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 majors and minors:
Accounting ACCT 2121; Economics ECON 1202; junior standing

Required textbook:

Course Structure
A combination of lectures, visiting speakers, reading assignments, written assignments, in-class case studies and exams will be used to achieve the objectives of this course.

Grading                              Grade Distribution
1. Midterm exam                       A: 90-100
2. Final exam                         B: 80-89
3. Homework Assignments (best 5 of 8) C: 70-79
4. Attendance on guest speaker days   D: 60-69
100%                                  F: lower than 60
1. **Exams** *(midterm 25%; final 35%)*

   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 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. **Homework** *(5 x 6% = 30%)*

   1) All assignments are due at the beginning of class, i.e. 6:30 pm on the due date.
   2) Late assignments will not be accepted.
   3) YOU are responsible for printing your assignment. Campus printers are notoriously out of order when assignments are due. Plan for such contingencies.
   4) There are 8 homework assignments. Your best 5 grades will be counted.
   5) You may drop or ignore up to 3 assignments. Use your freedom to drop assignments as a way of dealing with illness, injury, necessary travel and attendant delays, death in the family, fire or other calamity in your residence, dogs eating homework, malfunctioning or stolen cars, malfunctioning computer, printer, USB, or memory. Dropping the first 3 assignments with plans to do the last 5 is a risky strategy.
   6) If you turn in all 8 assignments satisfactorily, you will receive an extra 1% on your final grade for the course.
   7) Subject matter from all 8 assignments is fair game for exam questions.
   8) Printed assignments should be double-spaced, and in 12-point type.
   9) The maximum length of ALL assignments is 150 words. Include your word count on all assignments. Failure to include word count will be penalized.
   10) All assignments are to be presented as formal executive memos, using the format specified below.

   **Executive memo format:**
   
   MEMO TO: (me)
   FROM: (student name)
   DATE: (due date)
   SUBJECT: (one line only)
   WORD COUNT: (number)

   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.

   Memo format wording and references do not count as part of your 150 words.

   If this sort of writing is unfamiliar or challenging for you, please visit the Writing Center in Fretwell for free and professional assistance. Extra credit will be awarded on presentation of the relevant Writing Center reports.

   Homework assignments will not usually be returned. Assignment grades will be posted on Moodle.
Homework Assignments

1. **DUE Jan.31:** Marketing Ethics
   Identify an issue involving marketing ethics, which occurred in 2010-2011. What was the nature of the dilemma facing the organization? What happened? What do you think about this?

2. **DUE Feb.7:** Superbowl Advertising
   Whether or not you choose to watch the Superbowl football game, as a marketer you should pay attention to the commercials. Choose one of those commercials for this assignment. Who is the target market of this commercial? What need does this commercial address? Is the advertiser hoping to ignite word-of-mouth activity? Is this endorsement advertising? Are any subcultures involved? (Suggestion: Refer to text book chapter 5, pp 118-119, 126-128, 131-133.) How much did this commercial spot cost?

3. **DUE Feb.14:** 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).

4. **DUE Feb.28:** Marketing of Services
   Choose ONE of the following assignments:
   EITHER
   The United States Postal Service (USPS) has experienced major financial problems in the last several years. What environmental and marketing challenges add to the USPS troubles?
   OR
   What marketing functions should be addressed by the Democratic National Convention (DNC) in Charlotte?

5. **DUE Mar.27:** New Product/Service
   Describe and discuss a product or service that was new to the US (or another country’s) market in 2010-2012.

6. **DUE Apr.3:** Retailing
   Go into two different retail stores and compare the following features: lighting, flooring, shelf fixtures, signage, help/service, image, ambiance.

7. **DUE Apr.10:** Pricing Strategies
   Compare the retail prices of the same item from two different stores. Why do you think these prices are different?

8. **DUE Apr.17:** Sales Promotions
   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. (Suggestion: Refer to text book chapter 19, page 506.)
3. **Guest Speakers (2 x 5%)**

Attendance is mandatory when guest speakers visit our class. In order to retain your credit for attending, please be aware of the following requirements:

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

4. **Class Participation (bonus 5%)**

Class Participation points are designed to encourage students to demonstrate active interest in the subject at hand. Full and enthusiastic engagement in class discussion is expected. Practice critical thinking and creativity. Listen attentively, and treat peers with patience and respect.

- CLASSROOM DISCUSSIONS - Participate enthusiastically and constructively.
- OBSERVE Classroom Etiquette (details below).
- ATTENDANCE in regular classes is not mandatory. Exam material comes principally from lectures and assigned readings.
- Use of CELL PHONES in class is distracting and discourteous. You will be asked to leave the room, and your participation may be penalized.
- BONUS 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.
- If a student is awarded a bonus point in class, it is his/her responsibility to confirm this award before midnight on the day of the award. Confirmation must be made via email to the instructor (tcohen3@uncc.edu), clearly stating the purpose (i.e. “Bonus Point Confirmation”) in the email’s subject line. In the body of the email, the student should briefly state the reason for receiving the bonus point. Bonus confirmation emails will be acknowledged within 24 hours. Failure to use the confirmation procedure will result in forfeiture of the bonus point.

**Classroom Etiquette**

- No cell phone calls or texting
- No computers other than for taking notes
- No refreshments
- Arrive on time (i.e. at the beginning of class)
- Leave on time (i.e. at the end of class)
- No wandering in and out of class
- We will take a break part way through each evening’s class. Please use that time for calls of nature, etc.
- If you are using a computer for taking notes in class, please sit at the back.
## SCHEDULE - Marketing Concepts MKTG 3110-090 Spring 2012

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<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Text book reading</th>
<th>Homework</th>
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<td>1</td>
<td>Jan.10</td>
<td>Introduction. What is Marketing?</td>
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<td></td>
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<td>Consumer needs; customer relationships</td>
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<td>2</td>
<td>Jan.17</td>
<td>Marketing &amp; Strategy</td>
<td>ch.1 &amp; 2</td>
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<td>3</td>
<td>Jan.24</td>
<td>Marketing Environment</td>
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<td>Social Responsibility &amp; Ethics in Marketing</td>
<td>ch.4</td>
<td>#1 Ethics</td>
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<td>Feb.7</td>
<td>Consumer Behavior</td>
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<td>#2 Superbowl commercials</td>
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<td>6</td>
<td>Feb.14</td>
<td>Marketing in the big wide world</td>
<td>ch.7</td>
<td>#3 Ethnocentrism</td>
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<td>Marketing Research</td>
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<td>Market Segmentation</td>
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<td>8</td>
<td>Feb.28</td>
<td>Services</td>
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<td>#4 USPS or DNC</td>
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<td>B2B</td>
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<td>Mar.6</td>
<td>SPRING BREAK</td>
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<td>Mar.13</td>
<td>MIDTERM EXAM</td>
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<td>Mar.20</td>
<td>GUEST SPEAKER: Barbara Kahn, Wharton School</td>
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<td>NO regular class time</td>
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<td>11</td>
<td>Mar.27</td>
<td>Product</td>
<td>ch.10 &amp; 11</td>
<td>#5 New product/service</td>
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<td>12</td>
<td>Apr.3</td>
<td>Place</td>
<td>ch.15, 16, 17</td>
<td>#6 Retailer comparison</td>
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<td>Apr.10</td>
<td>Price</td>
<td>ch.13 &amp; 14</td>
<td>#7 Different prices</td>
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<td>Promotion</td>
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<td>#8 Sales promotion</td>
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<td>15</td>
<td>Apr.24</td>
<td>Interactive Marketing</td>
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<td>Strategic Marketing</td>
<td>ch.22</td>
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<td>16</td>
<td>May 1</td>
<td>GUEST SPEAKER: Scott Gakenheimer, Frito Lay</td>
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<td>May 8</td>
<td>FINAL EXAM</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.