

**PRINCIPLES OF MARKETING
MKTG 3110 - 090
FALL 2019: SYLLABUS**

PROF. SUNIL EREVELLES

- CLASS HOURS:** T 7:00 – 9:45 pm
- CLASSROOM:** Friday 142
- OFFICE:** Friday 229A
- E-MAIL:** sunil.erevelles@uncc.edu
- PHONE:** My office number is (704) 687-7681.
My mobile number is (704) 756-6055.
- OFFICE HOURS:** Tuesday 6:00-7:00 pm, 9:45-10:45 pm (Main Campus)
Thursday 8:15-9:15 pm (CCB)
By Appointment ANYTIME, 7 days a week
Also, if you wish to speak to me after class, please feel free to do so.
- TEXTBOOK:** Kerin, R. A., and S. W. Hartley, *Marketing*, 14th edition, (New York: McGraw-Hill/Irwin, 2019). ISBN: 978-1-259-92404-0
- OTHER READING:
(Required)**
1. At least one current business periodical (e.g., BusinessWeek, Fortune, The Wall Street Journal, Business 2.0, Fast Company) The online versions of these periodicals are fine.
 2. Lecture Guide
 3. *The Caterpillar's Edge: Evolve, Evolve Again, and Thrive in Business* by Sid Mohasseb

MKTG 3110 - 090: PRINCIPLES OF MARKETING
FALL 2019: TENTATIVE SCHEDULE

DATE	TOPIC	ASSIGNMENT
August 20	Introduction and Overview	Read Chapters 1, 2
August 27	The Market-Driven Organization, Marketing in 2019	Read Chapters 3, 4
September 3	Principles of Consumer-Centric Organizations, Customer Satisfaction	Read Chapter 5, 6
September 10	Market Segmentation/Mass Customization	Read Chapters 7, 8
September 17	Market Segmentation (continued)	Read Chapter 9
September 24	Product Strategy	Read Chapter 10
October 1	Product Strategy for the Future	Read Chapter 11
October 8	Fall Recess – No classes	
October 15	Midterm Examination	
October 22	Product Strategy and Innovation	Read Chapter 12
October 29	Pricing Strategy	Read Chapters 13, 14
November 5	Integrated Marketing Communications Promotion Strategy	Read Chapter 15, 16
November 12	Integrated Marketing Communications	Read Chapter 17, 18
November 19	Distribution Strategy	Read Chapter 19, 20
November 26	Current Topics in Marketing	
December 3	The Reality of Strategy, Conclusion	Read Chapter 21, 22
December 10	Final Examination	8:00-10:30 pm

PRINCIPLES OF MARKETING

This overview is designed to present specific information about "Principles of Marketing". It explains how the course will be conducted, methods of evaluation, 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, how they apply to future innovations and in managing change.
3. To incorporate the social and global 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 and relevant learning experience, where thinking, integration of ideas, problem solving and decision making are emphasized.

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 text when called upon in that session. Students are also expected to be well read on current marketing and business issues from current periodicals (e.g. Business Week, Fortune, Wall Street Journal, Business 2.0, Fast Company, 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. Instead class discussion will focus on those areas where comprehension is substantially enhanced by additional elaboration or illustration.

EXAMINATION PROCEDURES:

Two examinations will be given during the semester. Lecture materials, text readings, assigned cases, current issues and other reading assignments will be covered on these examinations. Anything discussed in class can potentially be tested in the examination. 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.

Mini-tests: In addition, several mini tests will be scheduled during the semester. Mini tests normally cover a single chapter or two. They are designed to reduce the reading load for the examinations and keep you current on the reading assignments.

Make-up Examinations: 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 require prior approval of the professor- no exceptions except in truly unusual circumstances. In other words, if a student is unable to take an examination, he or she needs to get permission of the professor prior to the examination day. Students who miss an examination will receive a grade of "0" on that examination. All make-up examinations will only be graded at the end of the semester.

CASES/ OTHER ASSIGNMENTS:

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

THE TERM PAPER:

The details of the term paper 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 your term paper.

1. The paper 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 paper, and is clearly marked with your names and student ID numbers.
4. Late papers will not be accepted. The due date has been established on the first day of class, thereby leaving no doubts about when the paper should be turned in.
6. Papers that are particularly well written and organized will receive bonus points.
7. Papers which have grammar or spelling errors will receive lower evaluations. ONE POINT IS TAKEN OFF FOR EACH SPELLING OR GRAMMAR ERROR (even if it is the same error repeated), up to a maximum of 50 points per error. Please proof-read your paper carefully, or have a friend proofread it to avoid losing points for spelling mistakes.
8. Please turn in BOTH a hard copy and an electronic copy of your term paper to the professor. The hard copy will be graded, and the electronic copy will be used to establish proof of submission.

ATTENDANCE:

I realize that many students work 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 exceptional 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 past attendance record and performance in class. Attendance will randomly be taken in class sessions during the semester.

GETTING THE MOST FROM THIS COURSE:

Students are the primary reason for the existence of a public 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 assignment 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 class.

BONUS POINTS:

Bonus points, designed to assist student's secure 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 also available during the semester. These usually will be short quizzes on materials from recent class sessions. There also may be opportunities to participate in marketing research projects for bonus points. Such assignments will be voluntary, and bonus points are additional to normal examination and assignment points.

Primarily however, the professor will award bonus points for class discussion. The goal

here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Bonus points are designed to encourage discussions in the classroom that simulate those in the business world. Usually 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.

1. Bonus points have to be reported to the professor by email (sunil.erevelles@uncc.edu) on the same day that they are awarded.
2. The subject line on the email should read exactly "**BONUS-FALL2019**" (No spaces)
3. The student should state the number of bonus points received from the professor and briefly state the reason for receiving the bonus points.

Failure to follow these two procedures will result in the forfeiture of the bonus points- **no exceptions.**

OTHER ISSUES:

The schedule and standards established in this syllabus may be changed at any time by the professor. This is usually driven by changes that occur during the semester. If such changes are made, students will be advised as soon as it is reasonably possible by announcement in class, through Canvas or via email.

The use of cell phones and other communication devices are completely prohibited in class. In case of emergencies, permission from the professor is required in advance.

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%)
Mini tests, cases, assignments, class participation	200 points (20%)
Term Paper	100 points (10%)

By attending class beyond the first week, students agree to follow the pedagogical framework and rules related to this course as 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)
700-799	C (Average Performance)
650-699	D (Poor Performance)
Below 650	F (Fail)

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.