Marketing Concepts
MKTG 3110-091 I Spring 2015 I Wednesday 6:30-9:15PM I Main Campus STORR 290

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Office Hours: By appointment

Course Material:

Other course material will be provided on the course moodle2 website at: https://moodle2.uncc.edu/login/index.php

Course Description:
This overview is designed to present specific information about "Marketing Concepts". 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.

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.

Course 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.
Grading Policies:
The final grade will be determined on the following weights (out of a total of 1000 points): Examinations (2 midterms: 200 points each, final: 300 points) 700 points (70%), mini tests, homework, assignments, class participation 150 points (15%), term paper 150 points (15%).
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:

A 90% – 100% (Superior Performance)
B 80% – 89% (Good Performance)
C 70% – 79% (Average Performance)
D 69% - 65% (Poor Performance)
F 64% and below (Fail)

Assignments, Homework, Term Paper, Mini Tests and Exams:
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.

Exams:
Two midterm examinations will be given during the semester and one final exam will be given at the end of 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.

Homework/Assignments:
Homework and Assignments will be assigned during the semester.
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.
3. Be sure that the first page has an appropriate title for the paper, and is clearly marked with your name and student ID number.
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.
5. Papers that are particularly well written and organized will receive bonus points.
6. 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 proofread your paper carefully, or have a friend proofread it to avoid losing points for spelling mistakes.
7. 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.

Course Outline:
The outline below provides a preliminary guide to the course organization. It is subject to change.

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Reading *)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>01/07</td>
<td>Introduction</td>
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<tr>
<td>2</td>
<td>01/14</td>
<td>Marketing &amp; Strategy</td>
<td>Creating Customer Relationships and Value through Marketing</td>
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<td></td>
<td></td>
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<td>Developing Successful Organizational and Marketing Strategies</td>
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<tr>
<td>3</td>
<td>01/21</td>
<td>Marketing Environment Social Responsibility &amp; Ethics in Marketing</td>
<td>Scanning the Marketing Environment</td>
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<td></td>
<td>Ethical and Social Responsibility in Marketing</td>
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<tr>
<td>4</td>
<td>01/28</td>
<td>Consumer Behavior</td>
<td>Understanding Consumer Behavior</td>
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<tr>
<td>5</td>
<td>02/04</td>
<td>MIDTERM EXAM #1</td>
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<tr>
<td>6</td>
<td>02/11</td>
<td>B2B</td>
<td>Understanding Organizations as Customers</td>
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### 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 three 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.

*) Homework to be assigned
record and performance in class. Attendance will randomly be taken in class sessions during the semester.

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.

**Academic Integrity:**
All students have the responsibility to know and observe the requirements of The UNCC 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 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. Copies of code can be obtained from the Dean of Students Office or online. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**Belk College of Business 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.