

**Marketing Concepts**  
**MKTG 3110 Section Wednesday night**  
**SPRING 2019**

***Dr. Charles Bodkin***

***Office: 210-B Friday***

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*(put the word "Student" in the subject line of the email to jump to the top of my email list)*

***Office Hours***

M/W 3:00 p.m. to 4:00 p.m. or by appointment

**Pre-requisites for marketing majors and minors:** ACCT 2121, ECON 1202; junior standing.

**Required textbook:** Marketing (14<sup>th</sup> edition) by Kerin and Hartley.

**Required readings can also be assigned in Canvas**

**Students are also expected to be reading current articles from business periodicals such as Wall Street Journal, Business Week, Fortune, etc...**

**Course Description:**

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.

**Course objectives:**

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

1. Adaptability to change, globalization, & diversity
2. 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:

1. Understanding and responding to the changing needs of diverse, global customers;
2. Thinking critically and acting analytically;
3. Thinking and acting ethically in relation to marketing decision-making.

Secondary goals for this course include:

1. Taking the initiative to improve organizational practices and seek growth opportunities;
2. Analyzing and understanding global issues from multiple perspectives;
3. 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.

### **Expectations from students:**

1. Read, review, and study the textbook.
2. Print out the slides and take notes on the slides during class
3. Show respect for learning by requesting acknowledgement when you have a question
4. Arrive on time and stay until class is over to avoid disturbing your classmates.
5. Attend and participate in the classroom discussions.
  - a. Students can be called on to provide their opinion or to explain concepts that have been covered in the readings.
6. Turn off cell phones during class
7. Refrain from individual discussions as they might distract your classmates.
8. Know and understand the Student Code of Academic Integrity and the UNCC Code of Student Responsibility.
9. If you need help with your study habits contact on campus academic support:  
<http://advising.uncc.edu/academic-support>

**Grading:** Your final grade is calculated based on the following:

Exams (4 exams @ 100 pts.) =	400	points
Participation =	20	points
Pop-quizzes (drop the lowest quiz) =	60	points
Total Points for the course =	480	points
Optional Cumulative Final Exam =	Replaces lowest exam grade	

- A = 90 % the total points
- B = 80% to 89% of the total points
- C = 70% to 79% of the total points
- D = 60% to 69% of the total points
- F = Less than 60% of the total points

**Note:**

1. **The Optional cumulative final IS optional. It would replace your lowest exam grade.**

**Class Participation:**

It is solely your responsibility to obtain class material if you are absent. In-class participation points can only be earned by students that are physically in-class during the activity. 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.

Note: Disruptive behavior can result in the reduction of the final grade.

**Exercises:**

Exercises can be administered either in class or online and can include unannounced pop-quizzes based on readings assigned for that class day. Exercises will have specific due dates that will be provided to the students.

**Attendance policy:**

All students should be attending all classes.

**Exams:**

1. Exams are intended to assess the degree to which students have met the learning objectives. Two of the learning objectives are that students learn to think critically and have the ability to integrate information.
2. The exams will reflect the textbook and any additional topics covered in class lectures, discussions, exercises, guest speaker presentations, readings, or videos shown in class or on the course Canvas site. The exams will be closed book/note exams. Exams can consist of multiple choice questions, true/false, short answer, and essay questions. Grades will be posted on the course Canvas site.

**You will receive a zero on your exam for any of the following (NO EXCEPTIONS):**

1. You remove an exam question and/or answer sheet from the classroom. This includes videotaping review questions during class.
2. You do not return both the exam question and answer sheet to the instructor or proctor by the end of the class period in which the exam is given.

**Exam procedures:** (to be followed on exam days)

1. 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. If the student has not provided an ID by the last day of class the grade will be recorded as a zero.
2. Cell phones must be turned off during the exam. You may NOT use them as calculators or clocks.
3. Wearing hats (including baseball caps) is prohibited during exams.
4. You must write your name on both the exam question sheet and answer sheet.
5. After the exam students will be given the opportunity to review their answers during meetings outside of class. Exams will not be reviewed during class.

**Make-up / Missed exams:**

1. If you miss one exam the Optional Cumulative Final exam will count as your missed exam. If you can get the Dean of Students Office to send me notification that you need to be excused from class during an exam day, I will work with you on scheduling a makeup.
2. If you miss two exams the second exam will be given a grade of zero "0".  
*UNC Charlotte Policy # 16: Students having three examinations in one day will be allowed to*

*reschedule the middle examination by filling out a form obtainable in the Registrar's Office. (Note: Upon agreement of the student and another instructor, a different exam may be rescheduled.)* (<http://www.legal.uncc.edu/policies/ps-16.html>)

#### **Use of cell phones and computers in class:**

1. The use of cell phones, beepers, other communication devices is disruptive, and prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.
2. Students are permitted to use computers during class for note-taking and other class-related work only. Those using computers during class for work not related to that class must leave the classroom for the remainder of the class period.
3. If at any time the use of computers becomes disruptive students will be asked to close their laptops.

#### **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 the code can be obtained from the Dean of Students Office or online at <http://www.uncc.edu/policystate/ps-105.html>. 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.*

#### **Syllabi revisions:**

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class [or by written or email notice or by changes to this syllabus posted on the course website.

**(Syllabi is subject to change)**

<b>Date</b>		<b>Topic</b>	<b>Assigned Chapter Readings</b>	<b>Exam Dates</b>
9-Jan	W	Class cancelled		
16-Jan	W	Customer value / Developing strategies	1 and 2	
23-Jan	W	Developing strategies / Scanning the environment	3 and 4	
30-Jan	W	Consumer behavior	5	
6-Feb	W	Organizational customers / Exam 1	6	Exam 1 Chapters 1,2,3,4 and 5
13-Feb	W	Global markets / Marketing Research	7 and 8	
20-Feb	W	Market segmentation / Developing products	9 and 10	
27-Feb	W	Managing products / Services marketing	11 and 12	
6-Mar	W	<b>Spring break</b>		
13-Mar	W	Speaker / Exam 2		Exam 2 Chapters 6 to 10
20-Mar	W	Building price / Arriving at final price	13 and 14	
27-Mar	W	Channels / Retailing	15 and 16	
3-Apr	W	Integrated marketing / Exam 3	17	Exam 3 Chapters 11 to 16
10-Apr	W	Advertising / Social Media	18 and 19	
17-Apr	W	Personal selling / Pulling it all together	20 and 22	
24-Apr	W			Exam 4 Chapters 17, 18, 19, 20, and 22