

# **MKTG3110 Marketing Concepts**

## **Summer Session 2 2019**

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Summer 2019 office hours: with advanced notice on Tue and Thu 4:30 – 5:15PM

Room 290C Main Campus Friday Building or by phone with advance notice by appointment

**Class Sessions:** Tue & Thu 5:30-9:15pm @ Room, RM 122, Friday Building.

**Course Description:** This course offers insights into the marketing of products, services, and ideas. It presents marketing essentials for operating in small businesses, corporate settings, and not-for-profit organizations. The course deals with the central focus of marketing, which is the exchange of value between people and / or organizations.

This course emphasizes learning through doing; class sessions are highly engaged and revolve around team-based experiences designed to reinforce important marketing topics.

### **Course Objectives**

Upon the successful completion of this course, students will be able to

1. Describe the marketing mix and how the elements of the 7 Ps function together to differentiate a product or service
2. Explain consumer and buyer behavior in terms of basic models, information processing, decision making, and adoption
3. Clarify the key elements of marketing research, including segmentation, basic steps, and method trade-offs
4. Describe the different strategies for branding and recognize how to map out a cohesive branding strategy for a company
5. Explain the key issues associated with each component of the promotional mix, including advertising, personal selling, sales promotion, and publicity
6. Clarify the way that channels of distribution are designed, including types of structure and the role of logistics
7. Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and break-even point analysis
8. Recognize and organize the information needed for the construction of a strategic marketing plan, including SWOT analysis, and environmental scanning

**Instructional Method:** Lectures, videos, seminar style case discussions, and guided computer software instruction. Students should bring laptops with them to class for hands-on exercises.

**Credit Hours:** This is a 3 credit hour course.

**Prerequisites:** ACCT 2121, ECON 1202; junior standing.

**Readings & Required Textbooks:**

Modern Marketing Principles by Kinda Wilson and Jerry Rackley and the associated Stukent video case studies. The etextbook and video case studies will be provided online from Stukent ([www.stukent.com](http://www.stukent.com)).

Supplemental recommended optional reference books and articles will also be posted online.

**Grading:** The final grade will be determined on the following weights:

Discussion Forums / Homework	200 points
2 Exams	250 points
Quizzes	110 points
Project Proposal	50 points
Term Group Project	250 points
<b>Total</b>	<b>860 points</b>

Final letter grades will be based on the following totals:

90% and above	A (Superior Performance)
80%-89%	B (Good Performance)
70%-79%	C (Average Performance)
60%-69%	D (Below Average Performance)
Less than 60%	F (Failing)

Portions of the following paragraph are from the University's *Policies and Procedures for Appeals of Final Course Grades*; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal. It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

**Exams:** Tentative exam dates are listed on the tentative course calendar at the end of the syllabus. There are two exams during the semester.

**Term Project:** The term project is described in detail in a separate document posted online and discussed during the first class session.

**Attendance and Participation:** Regular, *on-time* class attendance is *required*. The majority of the concepts described in class do not appear in textbooks. If a student misses a class, the student must get with other students to learn what material was covered—the instructor will not meet with students to cover missed material. There are no excused absences in the course regardless of reason--any requests will be ignored/denied.

- The 1<sup>st</sup> session absence does not result in a grade reduction.
- The 2<sup>th</sup> session absence will result in a 2% reduction in overall course grade.
- Each absence thereafter (beginning with the 3<sup>rd</sup> Session) will result in an additional 5% reduction in overall course grade.

If you cannot regularly attend the class, please drop the class so others on the waitlist who want to attend the class can enroll in it.

Students are expected to participate in the class. This includes completing individual and team exercises before their due dates. It also includes paying attention to the class discussion. Failing to complete assigned exercises or spending time on computers on non-class related work will result in a grade reduction following the same guidelines on percentages as posted for absences. If the class is not held in a computer lab, **students are expected to bring laptops for in-class instruction with excel fully loaded.**

**Civility:** Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is

beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

**Academic Integrity/Honesty:** Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. 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 failing. Students are expected to report cases of academic dishonesty to the course instructor.

### **Other Information**

Students are responsible for all announcements made in class and on the class online resources. Students should check the online Canvas class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only in person and only with the student; student e-mails other than related to scheduling appointments may not be answered by the instructor.

Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes if possible to permit class discussion. If time doesn't permit it, then those questions should be asked during office hours with notice or by other scheduled appointments. Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

### Tentative Course Calendar (Note: class topics and exam dates may change).

	Date	Tentative Topics	What is Due	Points
1	7/2	Syllabus Review Introduction to Marketing Marketing Research	N/A	
N/A	7/4	No class - holiday		
2	7/9	Chapter 3 - Market Segmentation Chapter 4 - Positioning Chapter 5 - Buyer Behavior	Chapters 1 & 2 Mintel discussion	50
			<b>Quiz Ch 1 &amp; 2</b>	25
3	7/11	<i>online only</i> Chapter 6 Intro to Managing Products and Services: PLC, packaging, unboxing Chapter 7 Services Marketing. Service blueprint	Chapter 3, 4, 5	25
4	7/16	Chapter 8 Brand Management Chapter 9 Retail Chapter 10 Pricing	Chapter 6 & 7	25
			<b>Quiz 3 – 7</b>	35
5	7/18	<b>Exam 1</b>   Group Project Session	Chapter 8, 9, 10	25
			<b>Exam (Ch 1-10)</b>	150
6	7/23	Chapter 11 Promotions Overview Chapter 12 Promotions: Digital Marketing and SEO Chapter 13 Promotions: Social Media Marketing	Article Discussion <a href="https://www.convinceandconvert.com/social-media-marketing/social-media-strategy-in-7-steps/">https://www.convinceandconvert.com/social-media-marketing/social-media-strategy-in-7-steps/</a>	25
			Group Project Approach Document	50
7	7/25	Chapter 14 Distributing products Chapter 15 The Marketing Environment Chapter 16 The Marketing Plan and Analytics	Chapter 11, 12, & 13	25
			<b>Quiz 11 – 13</b>	25
8	7/30	Group Project workgroup session and Exam review	Chapter 14, 15, & 16	25
			<b>Quiz 14 – 16</b>	25
9	8/1	<b>Exam 2 \ Group Project workgroup session</b>	<b>Exam (Ch 11 - 16)</b>	100
10	8/6	Project Presentations	Project Paper (200 pts.) Project Presentation (50 pts.)	250

**TOTAL** 860