

SYLLABUS

Marketing Concepts - Fall 2019

MKTG 3110-**H01** - Course # 13157 - Belk College of Business, UNC-Charlotte

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| | <u>Time</u> | <u>Place</u> |
|---------------|---|--------------------------------------|
| Class | Mondays, Wednesdays, Fridays 9:05 – 9:55 am | Friday 111 |
| Office | Mondays 10:30 am – 11:30 am, or by appointment | Friday 352-B (3 rd floor) |

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 contexts of business-to-business markets, not-for-profit markets, & marketing of services.

Course Objectives

During the semester, each student is expected to discuss the following questions and develop answers to them:

1. What do customers need, and what do marketers do with that knowledge?
2. Why do people and organizations consume the way they do?
3. How does the environment affect what, where, when, why and how people consume?
4. What social and ethical responsibilities do marketers have to stakeholders?
5. How does marketing strategy drive an organization?

Course Prerequisites for Marketing majors and minors:

Accounting ACCT 2121; Economics ECON 1202; junior standing

Required textbook:

MARKETING by Roger Kerin & Steven Hartley (12th or 13th or 14th edition); publisher McGraw-Hill Irwin; ISBN-13: 978-0-07-786103-2 or ISBN-13: 978-1-259-57-3545 or ISBN-13: 978-1-259-92404-0. No electronic learning tools required with this textbook.

Course Structure

A combination of lectures, visiting speaker, project, reading assignments, written assignments, pop quizzes, in-class assignments and exams will be used to achieve the objectives of this course.

Grading

| | | |
|---------------------------------------|------------------------------|-------------|
| 1. Exams: | 1 st Midterm exam | 15% |
| | 2 nd Midterm exam | 20% |
| | 3 rd Midterm exam | 20% |
| 2. Ginger project | | 15% |
| 3. Pop quizzes / in-class assignments | | 20% |
| 4. Guest speaker assignment | | 5% |
| 5. Class participation | | <u>5%</u> |
| | | <u>100%</u> |

Grade Distribution

| |
|------------------|
| A: 90-100 |
| B: 80-89 |
| C: 70-79 |
| D: 60-69 |
| F: lower than 60 |

1. Exams (1st midterm 15%; 2nd midterm 20%; 3rd midterm 20%)

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, class discussions, 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. Ginger Girl Project (total 15%)

Although this is an entry-level course, students will learn practical skills applicable to building a basic marketing strategy. These skills will be applied to a real life project as we progress through the course. Ginger Girl is a real brand of shampoo, invented in Charlotte, and already sold on Amazon. Students will work in teams, building strategies as we work through various marketing principles throughout the semester. Ultimately marketing ideas and strategies for the company will be presented to the company principals at the end of the semester. The project will be graded on the oral presentation (5%), and the final written report (10%).

All team members should have speaking parts in the presentation of their marketing strategy. The oral presentation should be 15 minutes long.

The final written report should be 15 – 20 pages, double spaced and in 12-point type. Cover page (names in alphabetical order), list of contents, references and appendices are not included in this page count. References must be presented using any recognized academic system.

3. Pop Quizzes & In-Class Assignments (total 20%)

Pop quizzes and in-class assignments will be given during class, unannounced. They will be based on material assigned for preparation for class, and/or material discussed in class. No screens allowed during pop quizzes. No make-ups.

The total pop quiz grade will be the average of all pop quizzes given during the semester.

4. Guest Speaker (5% mandatory assignment)

Attendance is mandatory when a guest speaker visits our class. Please be sure to satisfy all the following requirements:

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

5. Class Participation (5%)

Class Participation points are designed to encourage students to demonstrate active interest in the subject. Practice critical thinking and creativity. Treat peers with respect.

- * CLASSROOM DISCUSSIONS - Participate enthusiastically and constructively.
- * ATTENDANCE in regular classes is not mandatory. Exam material comes principally from lectures and class discussions, some from assigned readings. There will be pop quizzes and/or in-class assignments in several classes, so missing class is not a great strategy.
- * PARTICIPATION 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.
- * POINTS VALUE. Most worthwhile contributions carry a weight of ½ point per class.

Extraordinary contributions are worth a full point per class. The maximum score for participation is 5% for the semester.

- * If a student is awarded a participation point in class, the instructor will record it immediately. If the student does not display his/her name tent, the point may be forfeited. Students may check with the instructor after class that the points have been duly recorded.
 - * **NEGATIVE CONDUCT.** Use of **SMART PHONES** in class is distracting and discourteous. You will be asked to leave the room, and your participation may be penalized. Engaging in behaviors that distract from the class's learning environment (such as using a smart phone, allowing screens other than the relevant power point, showing disrespect for classmates, arriving late or leaving early without notice), **-1%** will be awarded for each such infraction.
 - * **OBSERVE Classroom Etiquette:**
 - ✓ No cell phone calls or texting
 - ✓ No computers other than for taking notes
 - ✓ No refreshments
- } University rules
- ✓ Arrive on time (i.e. start of class)
 - ✓ Leave on time (i.e. end of class)
 - ✓ No wandering in and out of class (This is not a drop-in event.) Please attend to calls of nature before or after class.
 - ✓ If you plan to use a computer for taking notes in class, please sit at the back or the sides of the room.

Homework Assignments (not graded weekly)

1. Homework assignments are set for most weeks of class (details on next page). You are expected to read the assigned pages in the text book then complete each assignment before coming to class.
2. Assignments will not be submitted to the instructor until exam times.
3. Subject matter from all 10 assignments may be included in exam questions.
4. Assignments must be double-spaced, in 12-point type, and in WORD format.
5. The maximum length of ALL assignments is 150 words. Include your word count on all assignments. Failure to include **accurate** word count will be penalized. Memo format wording and references do not count as part of your 150 words.
6. Prepared assignments will be included on all midterm exams.
7. All assignments are to be presented as formal executive memos, using the format specified below.

Executive memo format:

MEMO TO: (instructor)
 FROM: (student name)
 DATE: (due date or date of submission)
 SUBJECT: (one line only; it must be specific to YOUR topic)
 WORD COUNT: (number does not include memo format wording or citations)

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.

Assignment grading includes individual feedback from the instructor on Canvas. Students are expected to read and heed this feedback. If a student makes the same mistake in a subsequent assignment, the penalty will be doubled the second time.

Homework Assignments

1. **DUE Aug.23:** SWOT Analysis

You are a marketing consultant responsible for performing a situational analysis for UNC Charlotte. Use a SWOT analysis to identify the institution's major Strengths, Weaknesses, Opportunities and Threats. (Make sure you understand each category of S-W-O-T correctly.)

2. **DUE Sep.9:** Subculture

A subculture is a group of people within a larger culture, differentiated in distinctive ways from that larger culture. Describe the distinguishing characteristics of a subculture that interests you. Characteristics may include the subculture's typical values, ideas, attitudes, clothing, music, lifestyle, etc.

3. **DUE Sep.13:** Marketing Ethics

Identify an issue involving marketing ethics, which occurred in 2016-2019. What was the nature of the dilemma facing the organization? What happened? What do you think about this?

4. **DUE Sep.23:** 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).

5. **DUE Oct.2:** Market Segmentation

Think about a market for clothing or a sport that interests you. Identify the main segments and their sub-segments in that market. Describe the characteristics of each sub-segment.

6. **DUE Oct.14:** Super Bowl advertisement

Whether or not you watch Super Bowl football games, as a marketer you should pay attention to the commercials. Choose one of the 2019 Super Bowl commercials advertising a *service* for this assignment. Who is the target market of this commercial? What need does this commercial address? How much did this commercial spot cost?

7. **DUE Oct.21:** New Product/Service

Describe and discuss a product or service that was new to the US (or another country's) market in 2016-2019. What makes this product/service new? (Note: New models and updated apps generally do not qualify as new products/services.)

8. **DUE Oct.28:** Pricing Strategies (Different Prices)

Compare the retail prices of the same item from two different brick-and-mortar stores. Why do you think these prices are different?

9. **DUE Nov.4:** Retailer Comparison

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

10. **DUE Nov.11:** Sales Promotion

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.

❖ **MANDATORY ASSIGNMENT DUE date Nov.27 by 9:05 am:** guest speaker Scott Gakenheimer, former VP Sales, Frito Lay – submit via Canvas

What did you learn from this visit? Choose one of the principles of marketing studied during this course, and describe how a situation presented by Mr. Gakenheimer uses this marketing principle.

Schedule

| Class | Day | Date | Topic | Read* | Homework DUE |
|-------|-----|-----------|---|-----------|------------------------|
| 1 | W | Aug.21 | Intro. What is Marketing? Course intro. | | |
| 2 | F | Aug.23 | Marketing & Strategy | ch.1,2 | #1 SWOT analysis |
| 3 | M | Aug.26 | Situational Analysis - Internal Status | | |
| 4 | W | Aug.28 | Compet. Analysis - direct, indirect, strategic | | |
| 5 | F | Aug.30 | Marketing Environment - external | ch.3 | groups due |
| | M | Sep.2 | LABOR DAY; no class | | |
| 6 | W | Sep.4 | Introduction to Ginger project | | |
| 7 | F | Sep.6 | PROJECT WORK DAY; no class | | |
| 8 | M | Sep.9 | Consumer Behavior B2C | ch.5 | #2 Subculture |
| 9 | W | Sep.11 | | | |
| 10 | F | Sep.13 | Social Responsibility & Ethics in Marketing | ch.4 | #3 Ethical issue |
| 11 | M | Sep.16 | | | |
| 12 | W | Sep.18 | MIDTERM EXAM #1 (MCQ) | | |
| 13 | F | Sep.20 | MIDTERM EXAM #1 (assignment upload); 9:20 am intro to Global Marketing | | |
| 14 | M | Sep.23 | Global Marketing | ch.7 | #4 Ethnocentrism |
| 15 | W | Sep.25 | | | |
| 16 | F | Sep.27 | Consumer behavior B2B | ch.6 | |
| 17 | M | Sep.30 | PROJECT WORK DAY; no class | | |
| 18 | W | Oct.2 | Market Segmentation | ch.9 | #5 Mkt Segmentation |
| 19 | F | Oct.4 | | | |
| | M | Oct.7 | FALL BREAK; no class | | |
| 20 | W | Oct.9 | Personal branding - Niblock Student Center | | |
| 21 | F | Oct.11 | Marketing Research | ch.8 | |
| 22 | M | Oct.14 | Services | ch.12 | #6 Super Bowl ad. |
| 23 | W | Oct.16 | MIDTERM EXAM #2 (MCQ) | | |
| 24 | F | Oct.18 | MIDTERM EXAM #2 (assignment upload) | | |
| 25 | M | Oct.21 | Product | ch.10,11 | #7 New product/service |
| 26 | W | Oct.23 | | | |
| 27 | F | Oct.25 | | | |
| 28 | M | Oct.28 | Price | ch.13,14 | #8 Price differences |
| 29 | W | Oct.30 | | | |
| 30 | F | Nov.1 | | | |
| 31 | M | Nov.4 | Place | ch.15,16 | #9 Retail comparison |
| 32 | W | Nov.6 | | | |
| 33 | F | Nov.8 | | | |
| 34 | M | Nov.11 | Promotion | ch.17, 18 | #10 Sales promotion |
| 35 | W | Nov.13 | | ch.19 | |
| 36 | F | Nov.15 | | | |
| 37 | M | Nov.18 | Strategic Marketing, incl. financial implications & controls | | |
| | | Nov.20-22 | THANKSGIVING; no classes | | |
| 38 | M | Nov.25 | GUEST SPEAKER: Scott Gakenheimer, Frito Lay | | What did you learn? |
| 39 | W | Nov.27 | Interactive Marketing | ch.21 | |
| 40 | F | Nov.29 | | | |
| 41 | M | Dec.2 | MIDTERM EXAM #3 (MCQ) | | |
| 42 | W | Dec.4 | MIDTERM EXAM #3 (assignment upload) | | |
| final | F | Dec.6 | Ginger Girl project presentations 8:00 am - 10:30 am | | |

Syllabus is subject to change; will be announced in class and posted on Canvas. *Assigned reading pages from each chapter.

CLASSROOM EXPECTATIONS & UNIVERSITY POLICIES

Attendance

- Regular attendance is necessary for doing well in this course. As Belk College of Business students you are expected to exercise responsibility in managing your general commitments. I appreciate that you have manifold claims on your time, so attendance in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings. Schedule changes are announced in class.
- You are responsible for any and all materials in missed classes. Pop quizzes are given in most classes, and may not be made up.
- **ATTENDANCE is required at the guest lecture.**
- Practice professional conduct. Tardiness and early departure are disruptive and disrespectful, and are strongly discouraged. (Visit the restroom before or after class, not during class.)

Classroom Etiquette

- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Such inappropriate behavior includes arriving late, leaving early, conducting independent conversations, surfing the web during class, etc. Rude and inappropriate behavior will not be tolerated. Since it is the instructor's responsibility to provide an environment that is conducive to learning for everyone in the class, points will be deducted from the grade of any student who chooses to repeatedly distract others. In particularly egregious cases, the student will be permanently removed from the class.
- No wandering in and out of class (This is not a drop-in event.)
- Under no circumstances will students be permitted to spend their class time working on assignments for other classes, checking email, surfing the web, or printing out homework. Attempts to pursue such activities will be reflected in lower grades and may lead to removal from the class.
- Display your name tent in every class.

Electronic Devices in Class

- Use of smart phones and similar devices are prohibited in the classroom (University rule). Phones must be turned off during class. Students are strongly discouraged from using their phones during class time, including texting.
- Laptop computers may be used to take notes during class, as long as this does not distract you or other students. Please sit in the back row or at the sides of the classroom to minimize distraction of others.

Exam Protocols

- All electronic devices are prohibited during exams. Anyone with a phone on his/her person during an exam will immediately be asked to leave the exam without completing it.
- No hats.
- If you leave the exam room during an exam, you will not be permitted to return.
- Time designated for each exam **INCLUDES** time for bubbling in names and answers on the Opscan sheets. Do not request extra time for these purposes.
- Students will be asked to leave their belongings, including phones and devices, at the front, side or back of the room during exams.
- Students may be asked to show University or government-issued ID at the end of each exam.

Guest Speaker Protocols

- No devices/screens. Take notes the old-fashioned way (paper and pen/pencil).
- No hats.
- Sign in before the speaker begins.
- Smart phone photos of screens, slides, etc., are not allowed without the speaker's permission.
- Display your name tent.

Quality of Work

The expectation is for professional quality work both in terms of content and presentation.

- Spelling, grammar, punctuation, clarity of expression, and presentation will count in every piece of work you do in this course. If these issues are challenging for you, take advantage of the free services of the Writing Resource Center.
- You are graded in this course (and likewise judged in the 'real' world) based on what you say or write and how you present. If mechanics are sloppy, your good ideas may be difficult to appreciate. If presentation is polished but ideas are sloppy, results will be mediocre, accordingly.
- Language is likewise expected to be professional and respectful in assignments, exam responses and communications with the instructor. This means no slang, and there is zero tolerance for coarse or uncouth expression.
- Students whose native language is not English must meet the same quality requirements as others.

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.*

Accommodations for Disabilities: *UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at [704-687-0040](tel:704-687-0040) or visit their office in Fretwell 230.*