MKTG 3110-091, Marketing Concepts
Summer 1, 2018

Instructor:  Ms. Cindy Fox, 704-687-7676, ctfox@uncc.edu

Contact Hours:  MW 5:30-9:15pm, Friday 123

Office Hours:  MW 4:00-5:00pm, Friday Room 246

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 Prerequisite:
ACCT 2121, ECON 1202; junior standing.

Textbook:
MARKETING by Kerin, Hartley, and Rudelius, 12, 13 or 14th edition, McGraw-Hill.

Course Objectives:
The objectives for MKTG 3100 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, and 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 evaluation problem solving processes.
4.) 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.
Method of Evaluation:

Three Tests @ 22% each 66%
Oral participation/Attendance/In-Class Exercises, Homework 20%

Project 14%

All class materials and Grades will be posted on Canvas

Grade Distribution:
Ten point scale

Tests=66%
The time allotted will be the first hour and 15 minutes of class. Tests can only be made up with prior permission, and must be taken by the end of 48 hours after the problem is resolved. It is your responsibility to contact me about scheduling a make-up. Only one make-up exam will be given per student/semester. Students must have documentation for their excuse.

Cell phones will be turned off during class. You must be able to present a picture ID if required by the instructor. You must indicate your names on the scoring sheet, along with the version of the exam. Not indicating the correct version on the exam will result in a 15 point reduction from your grade.

Class Participation and In-Class Assignments, Homework (20%)
Attendance is expected at every class, missing class will affect your test scores. Exam material will come primarily from class discussion and lecture, if you miss the discussions, it will affect your grade. You need to contact me if an emergency/problem arises that means missing two or more classes in a row. You will not earn an A in oral participation if you don’t participate. I am looking for quality participation; talking amongst yourselves or on a cell phone/texting during lecture/discussion will detract from your grade. The homework is an individual assignment.

Marketing Project (14%)
Information will be up on Canvas.

Class Format
There will be lecture/discussion for the 90 minutes of the class, then break/in-class exercises, etc, followed by lecture/discussion/presentations. There will not be time to cover all the topics that students can readily learn from the book; it is your responsibility to keep up with the reading. The power point slides will help emphasize the topics that will be covered in class and tested for. Marketing is an everyday activity for all of us; we market ourselves, buy online or in retail stores, watch or ignore promotions, etc. There are many ways to share your understanding of the topic under discussion.

All class materials and grades will be on Canvas.
**Academic Integrity Policy:**
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/ps105.html](http://www.uncc.edu/policystate/ps105.html). Standards are expected to report cases of academic dishonesty to the course instructor.

**Belk College 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.

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 or visit their office in Fretwell 230.

**TENTATIVE SCHEDULE**

**May 21**
**Introduction, Chapters 1, 2 and 3**
Creating Customer Relationships and Value
Developing Successful Strategies
Scanning the Marketing Environment

**May 23**
**Chapters 4, 5, and 6**
Ethical and Social Responsibility
Understanding Consumer Behavior
Understanding Organizations as Customers

**May 28**
No Class-Memorial Day
May 30  
Chapters 7 and 8  
Understanding and Reaching Global Customers  
Marketing Research

June 4  
Test #1 (Chapters 1-8), Project Work Time

June 6  
Chapters 9, 10 and 11  
Market Segmentation, Targeting and Positioning  
Developing New Products and Services  
Managing Successful Products, Services and Brands

June 11  
Chapters 12, 13, 14, 15 and 16  
Services Marketing  
Building the Price Foundation  
Arriving at the Final Price  
Managing Marketing Channels and Supply Chains  
Retailing and Wholesaling

June 13  
Test #2 (Chapters 9-16), Project Work Time

June 18  
Chapters 17, 18 and 19  
Integrated Marketing Communications and Direct Advertising, Sales Promotion, and Public Relations  
Using Social Media

June 20  
Chapters 20, 21 and 22  
Personal Selling and Sales Management  
Implementing Interactive and Multichannel  
The Strategic Marketing Process

June 25-Test #3-(Chapters 17-22), 5:30-6:45pm  
Project Presentations  6:45-9:15pm

June 27-Optional Comprehensive Objective Exam to replace your lowest test grade