

MBAD 6270-U91
Marketing Management
Spring 2021

This syllabus contains the policies and expectations established for MBAD 6270 Marketing Management. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

<i>Instructor</i>	<i>Email</i>	<i>Telephone</i>	<i>Office Location</i>	<i>Office Hours</i>
Dr. Lisa Rolan	lrolan@uncc.edu	704-687-7710	FRI 290 C	TR: 7:30 am to 8:15 am Or by appointment

Classes MBAD 6270 T 5:30 pm to 8:15 pm **ONLINE**

Course Requirements Internet connection (DSL, LAN, or cable connection desirable) ZOOM access

Readings See Canvas for Readings

Other Readings: The Caterpillar's Edge: Evolve, Evolve Again, and Thrive in Business by Sid Mohasseb
 (Optional reading for bonus question on exam)
 At least one current business periodical (e.g., The Wall Street Journal, Bloomberg BusinessWeek, Fortune, Fast Company) (Required)
 Lecture Guide (Required)

Welcome Welcome to Marketing Management! I am so glad you decided to enroll in this course at UNC-Charlotte. I'm sure you will find it a rewarding experience. I am Dr. Lisa L. Rolan and am an Adjunct in the Belk College of Business at UNC-Charlotte. I have been teaching since 2013, but only at UNC Charlotte since 2018. Additional information about my background is included in the Additional Instructor Information in this syllabus.

What is a Marketing Management? *Marketing Management* is a three-credit-hour course designed to give you a managerial approach to strategic marketing decision-making. Topics include: market segmentation, product strategy, pricing strategy, promotion strategy, distribution strategy, demand analysis, future market projection, and global marketing. Case studies, readings, and simulations are used.

Course Description MBAD 6270. *Marketing Management*. (3)

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.

Objectives

The objectives of this MBAD 6270:

- To analyze critically the marketing process, the environment within which it operates, the institutions involved and the functions that are performed.
- To present an analysis of marketing trends and how they apply to present and future innovations.
- To incorporate the social and global aspects of marketing thought throughout the course.
- To provide a foundation for those students who plan to do advanced work in marketing, innovation and related disciplines.
- To enable students to understand how basic marketing ideas are applicable to other than business institutions, and to personal career and consumption patterns.
- To create a dynamic and relevant future-oriented learning experience

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 before 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.

This is an online class format. All students will attend Tuesday class meeting times online during the week. Classes will be synchronous meaning that everyone must attend the classes online via Zoom meetings. As this is a fully online course on the Zoom platform, you are required to have a computer with WORKING CAMERA AND AUDIO CAPABILITIES for MBA-level class discussion, testing, course assignments, earning bonus points and interactions with class group members. This requirement is essential for an effective course for everyone in the class, and to make an online course as similar as possible to a face-to-face course. The camera needs to be kept on throughout the class session. There are no exceptions. If you do not have these computing capabilities, please contact the professor immediately or consider transferring to another section of this course.

Attendance and Tardiness

Students are expected to attend every class and remain in class for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Class Absence(s): The authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment(s), provide extra time on an assignment, reschedule an exam(s) etc.) sits with the individual instructor.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, military/court orders, and/or personal and family emergencies, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

The Office of Student Assistance and Support Services (SASS) can provide notification to faculty of emergency situations when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able

to assist with verification of such emergencies; once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form](#) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to pregnancy or parenting (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the Title IX Office to obtain absence verification by completing the form at <http://bit.ly/332eaGd>.

Instructor Tardiness

If I am late in arriving to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness. If I am going to be late or have to miss the class for some unforeseen reason, I will send out an email via Canvas, as well as post an announcement on Canvas.

Suggestions for Success

For most students this will not be a "difficult" course. However, there will probably be some students who did well in academic classes where information was most important and who will be surprised at the relative difficulty of this course where manual skills and visualization are most important. So do not think that if you are a "B" student, you will probably get a "B" in this course. You might get an "A" with relative ease . . . or a "C" with difficulty, and still be (and correctly so) a "B student" in your information-heavy, mainly lecture-type courses. The courses that follow this will be significantly different.

Course Exams, Assignments, Attendance & Participation

Exams – 65%
Online Assignments, Cases and case presentations, assignments, mini tests, attendance, and participation – 20%
Term Paper – 15%

Total 100%

Final Exam – 100 points (optional – will replace your lowest grade)

Grading Scale: A = 92 – 100; B = 80 – 91.99; C = 65 – 79.99; F = 0 – 64.99

Exam:

There is two exams in this class. It will be open book, open note. It is 65% of your grade.

Reading Assignments:

A list of reading assignments is presented beside the topic for each class session. Beside each date are the readings to be read **AFTER** that class meeting. In most cases, the purpose of the readings is supplement class discussion. It is expected that students will be prepared to answer questions on the readings or cases when called upon in the next session. Students are also expected to be well read on current marketing and business issues from current periodicals (Bloomberg BusinessWeek, Fortune, Wall Street Journal, etc.).

Class Format:

The class will be conducted in a lecture – discussion - case format. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self-study or from the readings. Instead class discussion will focus on those areas where

comprehension and insight is substantially enhanced by additional elaboration, illustration or futuristic thinking.

Exam Procedures: Two examinations will be given during the semester. The format of the exams will be discussed during class sessions. Class materials, readings, assigned cases, and current issues will be covered on these examinations.

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. 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 will normally take at least two weeks to be graded.

Term Paper: The details of the term paper will be discussed in class and described in detail on Canvas. In addition to what will be discussed in class, please observe the following general guidelines when writing your term paper.

- Do not use any cover or cover page.
- Be sure that the first page has an appropriate title for the paper, and is clearly marked with your name and student ID numbers.
- 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.
- Papers that are particularly well written, insightful and organized will receive bonus points.
- Papers that 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.

Attendance: I realize that many students work full-time, 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 two scheduled sessions of class time will automatically fail the class, unless truly exceptional circumstances are involved. In such 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 your past attendance record and performance in class.

University Policy Note: Consistent class attendance is a strong predictor of academic success. If you earn an F or U grade, your last date of attendance will be reported. This may require you to pay back any financial aid money received for this course.

In-class Participation: It is solely your responsibility to obtain class material if you are absent. In-class participation points will be earned by students that are physically in-class during the activity or the Dean of Students Office sends an excused absence. 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.
Any excused absences need to come from the Dean of Students Office.

Appeals:

If you feel some part of your examination or case was graded unfairly or harshly, or an examination question was unfair or ambiguous, you may appeal it according to the following guidelines:

- You must indicate specifically and **IN WRITING** the reason for your appeal.
- The entire examination concerned will be re-graded. Your grade can go **UP** or **DOWN**.
- Appeals must be turned in **NO LATER** than one week after the examination or paper has been passed back to you.

Bonus Points:

Bonus points, designed to assist students in securing higher grades, can be earned by **INSIGHTFUL DISCUSSION** in class, doing special assignments or participating in bonus exercises. Bonus points are given at the complete discretion of the professor and are based on his judgment. The professor has the right to cancel the bonus points of any student for any reason. Reasons could include poor attendance, academic misconduct, etc.

Some bonus assignments are available during the semester. These may be short quizzes over materials from recent class sessions. There may also be opportunities to participate in marketing research projects for bonus points. Such assignments are voluntary, and the points assigned are additional to normal examination and cases points.

Primarily however, the professor will award bonus points for insightful class discussion. The goal here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Usually these bonus points are assigned when the professor believes that a student has added significant insight to the learning process in class through class discussion. It is the student's responsibility to actively participate in class discussion, and attract the professor's attention if they want to earn these bonus points. (This is no different than a normal workplace situation.) As this class is not graded on a "curve," bonus points received by one student do not affect the grades of other students.

- Bonus points have to be reported to the professor by email (lrolan@uncc.edu) on the same day that they are awarded.
- The subject line on the email should read exactly "**BONUS-SPRING2020-TUESDAY**" (no spaces)
- You should briefly state why you received the bonus points, and the number of bonus points awarded.
- Failure to follow these three steps will result, without exception, in the forfeiture of the bonus points.

Getting the Most Out of this Course:

Students are the primary reason for the existence of a university. I consider students to be the most important people on campus. Consequently, I strive to achieve excellence in delivering value for the time, money and other resources expended by each student in taking this course. This includes a thorough dissemination of the subject matter, as well as insight to use the concepts discussed in class in your professional and personal lives. If you have any kind of problem that prevents you from getting the most out of this course, you are encouraged to immediately meet with me, and discuss the issue. If that is not possible, please e-mail me immediately. Do not be bashful about discussing any kind of problem related to this course with me. I will be delighted to listen to, and respond to any viewpoint or comment. You are also encouraged to build relationships with your classmates. Their backgrounds and experiences are a tremendous resource that can only enhance your own educational experience.

Other:

Some subject matters in marketing, such as advertising, publicity, global marketing, or cross- cultural strategy, inherently include "adult" oriented examples or illustrations. If this concerns you, please discuss your concerns

with the professor during the first two weeks of the semester. All efforts will be made to accommodate your concerns.

Guidelines for Success in MBAD 6270:

1. Students should read assigned chapters or readings before class. Class time is used to (1) reinforce essential concepts from the text, (2) provide new information not found in the book, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on exams, papers, exercises, and attendance and participation. You have to demonstrate your *understanding and application* of the material; this is what determines your overall grade.
2. Students should take notes on the readings before attending class. If you do this, you will have an easier time recording additional notes in class. Taking notes is not writing down every written or spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all the textbook material in class. Students are responsible for all assigned material, whether or not it is discussed in class.
3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. Leaving during class is very distracting to the learning environment. It is also unprofessional and disrespectful. This behavior will lower your attendance and participation grade.

All students should be attending all classes. Attendance will be taken at each class meeting throughout the semester. Any student missing **six or more** classes will automatically fail the course. However, it is understandable that there will be times when a student cannot attend a class due to illness or a family emergency. In these situations, students need to go to the Dean of Students office and request a note be sent to the professor

4. You are responsible for obtaining notes from a classmate and finding out details regarding assignments on days you are absent.
5. All students are graded fairly and consistently according to the total number of points earned on each assignment. Please do not ask me to grade you differently based on a personal circumstance, your full-time or part-time job, your visa status, your roommate, girlfriend, boyfriend, or any other situation or issue.
6. All papers will be typed. Please use **Times New Roman, 12 point font**. Always proofread and edit your assignments before submitting them for a final grade. These papers are graded on content, format, organization, mechanics, grammar and spelling. Utilize the Writing Resources Center on campus to improve your writing skills.
7. If you miss an exam or assignment, you will receive a “zero” unless you have a **documented, excused absence**. In the case of a University excused absence, you are allowed to complete the work.
8. Communication with Dr. Rolan – Email messages regarding this class are formal modes of business communication. Accordingly, email correspondence should be written formally. Proper email etiquette begins with a clear, direct subject heading to include your class name, with appropriate section number, and purpose of the email. An appropriate salutation (e.g., “Dr. Rolan”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate content, grammar, spelling, punctuation, and tone.
9. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

10. 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 distract others repeatedly. 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

11. Electronic Devices in Class

- **The use of cell/smartphones and similar devices are prohibited in the classroom.** 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 the distraction of others.

12. Unacceptable Excuses: Over the years, some face-to-face and online students have made various excuses/explanations as to why they did not do a quiz /exam, or why they did not do well on the quiz/exam or why they could not come to class and complete assignments. The following is a sample. They are not acceptable, and should not be tried. 1. I forgot the date of the quiz. 2. I was on my honeymoon. 3. I got married. 4. I went away on vacation. 5. The power company turned off the power to my home. 6. My computer was affected by a virus. 7. Time ran out during the quiz/exam. 8. I forgot to save my answers on the quiz/exam. 9. I had the flu. 10. My child (or some other relative) was ill. 11. I did not get the textbook on time. 12. I do not have a computer. 13. I was using the computer at a library (or some other place), and the place closed before I could finish my quiz/exam. 14. I had difficulty accessing the quiz/exam. 15. The quiz/exam was too hard. 16. I need more time to complete the quiz/exam. 17. I was out on company business and was unable to do the quiz/exam. 18. I was in a poor, developing country with poor Internet connection. 19. My Internet Browser was not compatible with the Canvas. 20. The Lockdown Browser doesn't work. 21. I am using a friend's computer and it will not let me load the Lockdown Browser. 22. I thought we had 24-hours to take the exam. 23. I thought the exam was due at midnight. 24. I don't have the money to purchase the books. 25. My grandfathers, fathers, brothers, moms, aunts, sister, cousin's friend died. 26. I have jury duty. 27. My camera doesn't work on my computer so I can't take the exam in Lockdown Browser. 28. I was in a car wreck. 29. I overslept. 30. I drank too much last night. 31. I am going home for the weekend. 32. I was stuck in traffic. 33. I emailed you didn't you get it (I will ask you to forward your sent email as proof). 34. I have a dentist/doctor appointment. 35. I just got off of work and didn't make it home in time. 36. I have to work. 37. My leg/back/arm/body hurts and I am not sure why. 38. I cannot walk.

13. Online Etiquette: Over the years, online students have made various excuses/explanations as to what why they couldn't attend class online or have their camera on during class. The following is what is expected when class is online: 1. Video option please. Not using your video indicates that you are not present in the class. 2. Dress for the job you want – don't wear your pajamas to class. Therefore, clothing is NOT optional meaning that you even though you are home alone we can still see you. 3. Stage your video area. People are just seeing you but they are also seeing our surroundings and those that might pop in and out of your

screen. 4. Do you own tech support before class starts. 5. Stay on mute unless you are speaking. 6. Do not do private things while on a meeting. 7. Use the chat everyone for things related to the class discussion.

Your Ideas, Evaluations, Etc. In general, your ideas, comments, suggestions, questions, grade challenges, etc. are welcome. Your discretion in these matters is expected, however. No part of your grade will be based on anything other than your coursework and attendance.

You are encouraged to take advantage of instructor office hours for help with coursework or anything else connected with the course and your progress. Midterm and at the end of the course period, you will be asked to submit an anonymous survey and would appreciate your feedback honestly on what you like and don't like and how I can improve both the content and my style.

UNC Charlotte Email: Students should read their UNC Charlotte email on a continuing (at least, daily) basis. Also, business students should remain professional in all communication with the University.

Classroom Culture: I want our classroom to be a place where we genuinely listen to each other and respect the feelings, experience, and wisdom behind what we all say. I want us all to speak the truth as we understand it but to feel safe questioning things we don't know or understand. We all hold pieces to the puzzle.

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

It should go without saying at this point in your academic pursuit that out of respect for the learning process, we should all show up on time, be prepared, refrain from using cellphones and other electronic devices and not pack up and leave early. If you have caring or medical obligations, that means you must arrive late or leave early; please speak to me. I also make a commitment to you that I will be prepared, present, and engaged for our first time together.

- **Cellphone Use:** Wireless devices of any kind (cellphones, iPods, iPads, gaming devices, or any other comparable devices) should not be used for any reason during class lectures. Laptop computers may only be used for note-taking. The use of cell phones, smartphones, or other mobile communication devices is disruptive and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.
- **Is attendance required?** Attendance is critical to success in your courses. Failure to attend keeps you from engaging with your colleagues, the instructor, and the content. This prevents you from maximizing your success! The course instructor will take attendance at every course meeting or through designated assignments in the online learning environment should we not have a physical class meeting for any reason (weather, my conference travel, etc.). Failure to attend classes regularly can impact student financial aid.
- **What would happen if I fall asleep in class?** If you fall asleep in class, a supermassive black hole 3.7 million light-years away will collide with...well, another supermassive black hole. When this happens, the two black holes will form one behemoth black hole which will send ripples of dark energy through the universe that will eventually reach our galaxy, solar system, and planet. The dark energy will cause an unexpected current of really cold air to breeze through Antarctica. As a result, a baby penguin will start flapping its wings vigorously to warm itself. This in turn will cause a two-week snowstorm in Mecklenburg County and all schools will have to be closed. Which means that the semester will be extended way into the Christmas holidays, which I am sure is something that you don't want to happen.
- **What is the secret to success in this class?** The secret to success in this class happens to be the secret to success (and happiness) in life in general - finding meaning in what you do, challenging yourself to

improve, and persevering (sometimes in the face of adversity) to achieve your goals. Cracking a smile from time to time also helps. Finally, seek out help from me, your peers, and the tutors at the learning center!

- **I text 24/7, can I text discreetly in class?** No. However, as long as you don't disturb others, you are welcome to use laptops during lectures. Also, please use your laptops only to take notes and not to chat with friends on Facebook. If this becomes a problem, I will ban all electronic devices.
- **What will happen if I get caught cheating on an assignment?** Depending on the severity of the violation, you will most likely fail the assignment or the class. Plagiarism or any form of cheating involves a breach of student-teacher trust. This means that any work submitted under your name is expected to be your own, neither composed by anyone else as a whole or in part, nor handed over to another person for complete or partial revision. Be sure to document all ideas that are not your own. Instances of plagiarism or any other act of academic dishonesty will be reported to the honor board and may fail of the course. Not understanding plagiarism is not an excuse. As a UNC Charlotte student, I expect you to be intimately familiar with the values of UNC Charlotte.

Canvas: UNC Charlotte utilizes "Canvas" as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit canvas.uncc.edu. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or itservices.uncc.edu.

Honor Code: Students are expected to know and abide by the UNC Charlotte "Code of Student Academic Integrity" as described at legal.uncc.edu/policies/up-407, and the "Noble Niner UNC Charlotte Honor Code" at studentaffairs.uncc.edu/niner-code. Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

Diversity Statement: 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 the diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Non-Discrimination Statement: All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of University Policy 406, The Code of Student Responsibility. Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

Electronic Video, Image Capture, and/or Audio Recording Statement: Electronic video, image capture, and/or audio recording **IS NOT** permitted during class, whether conducted in person or online, unless the student obtains permission from the instructor. If permission is granted, any distribution of the recording is prohibited. Students with specific electronic recording accommodations authorized by the Office of Disability Services do not require instructor permission; however, the instructor must be notified of any such accommodation prior to recording. Any distribution of such recordings is prohibited.

Academic Integrity: All students are required to read and abide by the Code of Student Academic Integrity. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or [online](#).

Plagiarism Detection Service: As a condition of taking this course, all required papers may be subject to submission for textual similarity review to [SimCheck](#) [or another plagiarism detection service] for the detection of plagiarism. All submitted papers will be included as source documents in the SimCheck [or another plagiarism detection service] reference database solely for the purpose of detecting plagiarism of such papers. No student

papers will be submitted to SimCheck without a student's [written consent and permission](#). If a student does not provide such written consent and permission, the instructor may: (i) require a short reflection paper on research methodology; (ii) require a draft bibliography prior to submission of the final paper; or (iii) require the cover page and first cited page of each reference source to be photocopied and submitted with the final paper.

Assistance: It is common for college students to experience challenges that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- If you are struggling academically with this class, please visit me during office hours or contact me by email at lrolan@uncc.edu.
- Meet with your academic advisor if you are struggling academically in multiple classes, unsure whether you are making the most of your time at UNC Charlotte, or unsure what academic resources are available at UNC Charlotte.
- Visit the Counseling and Psychological Services website at caps.uncc.edu for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

COVID19 Protection: It is the policy of UNC Charlotte for the Spring 2021 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear [CDC-compliant face coverings](#) while in buildings including in classrooms and labs. Students are permitted to remove face coverings in classroom or lab settings only when I explicitly grant permission to do so (such as while asking a question, participating in class discussion, or giving a presentation) and while at an appropriate physical distance from others. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the [Code of Student Responsibility](#).

Students are expected to attend every class and remain in class for the duration of the session when it is safe to do so in accordance with university guidance regarding COVID-19. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student's obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Students are encouraged to work directly with their instructors regarding their absence(s). For absences related to COVID-19, please adhere to the following:

- **Do not come to class if you are sick.** Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
- **If you are sick:** If you test positive or are evaluated by a healthcare provider for [symptoms of COVID-19](#), [complete this form](#) to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, [complete this form](#) to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.

To return to class after being absent due to a COVID-19 diagnosis or due to a period of self-quarantine, students should submit an [online request form](#) to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or

the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

If you are absent from class as a result of a COVID-19 diagnosis or quarantine, as instructor I will do the following to help you continue to make progress in the course: provide remote learning options and assignments on a case-by-case basis. The final decision for approval of all absences and missed work is determined by the instructor.

Disability Services: UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide an email message 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.

Professional Behavior: Throughout your college experience, you will meet many vital stakeholders of UNC Charlotte and the Belk College of Business. We expect that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to and engage with faculty, classmates, and guest speakers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade, as well as potentially being asked to leave class.

Syllabus Modification: The standards, requirements, dates, and topics outlined in this syllabus may be modified at any time by the professor. Notice of such changes will be by an announcement in class or via email.

Additional Information: I have had the pleasure of teaching since 2013 and at UNC Charlotte since 2018. Before getting into the teaching profession, I was a Chief Financial Officer for local governments across the United States and for the past six years, the Small Business Center Director at South Piedmont Community College. After spending 20 years in finance and business start, I decided to pursue my dream of educating others. I am currently in my second year at UNC-Charlotte, pursuing my DBA. My passion is entrepreneurship and business as well as health care administration.

Outside of my college life, my husband Mike and I enjoy buying and remodeling homes, traveling, fishing, and anything that involves being outdoors. I am a North Carolina native and have two great children, and a granddaughter!!

MBAD 6270 – U91

DATE		TOPIC	Assignment
T	1/26	Introduction and Overview	Reading 1
T	2/2	The Market Driven Organization Marketing in 2021	Reading 2
T	2/9	SPRING BREAK	
T	2/16	The Consumer: Consumer Equity <i>Mini Case 1 (Market Segmentation)</i>	Reading 3
T	2/23	Mass Customization <i>Product Offering – Strategy 1</i>	Reading 4
T	3/2	<i>Product Offering – Strategy 2</i>	Reading 5
T	3/9	Innovation Strategy <i>Mini Case 2 (Global Marketing)</i>	Reading 6
T	3/16	Branding and Brand Position	Reading 7
T	3/23	Midterm Examination Integrated Marketing Communications 1	Reading 8
T	3/30	Consumer Behavior and Behavior Modification (Power) <i>Mini Case 3</i>	Reading 9
T	4/6	Pricing Strategy	Reading 10
T	4/13	Future Market Projection and Demand Analysis	Reading 11
T	4/20	The Blockchain Game-Change	Reading 12
T	4/27	Distribution Strategy Term Paper Due via email (lrolan@uncc.edu)	Reading 13
T	5/4	The Reality of Strategy, Conclusion <i>Last Day of Class</i>	Reading 14
T		FINAL EXAM – University Schedule (TBD)	