MKTG 3110-91 | Principles of Marketing | 3 credits
Faculty: Prof Marsha Anderson
Email: mande147@uncc.edu
Office: Friday 290C
Phone: 704-687-7710
Office Hours: Tues, 4:00 PM to 5:00 PM and virtually by appointment

My preferred method of contact is by email. I will respond to all emailed questions within 24 hours Mon-Fri. I do not respond to emails over the weekend.

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, Places of Distribution, Price, and Promotion). To help you develop marketing decision-making skills this course includes lectures, discussions and exercises, readings, videos, and exams.

Pre-requisite:
ACCT 2121, ECON 1202; junior standing.

Meeting Times:
In-person, Location: Rowe 161 Day: Tues 5:30pm – 8:15pm

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:
- Adaptability to change, globalization, & diversity
- Thinking, integration, and problem solving

To accomplish these objectives this course focuses on several primary and secondary goals. Primary goals of this course include:
- Understanding and responding to the changing needs of diverse, global customers.
Thinking critically and analytically to understand potential marketing strategies
Ethics fully in relation to marketing decision-making.

Secondary goals for this course include:
• Taking the initiative to improve organizational practices and seek growth opportunities.
• Analyzing and understanding global issues from multiple perspectives.
• 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.

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.

Required Materials:

• In this course we will use *Marketing, by Kerin & Hartley, Fifteenth Edition*

This course is part of the First Day™ program. Required digital course materials are delivered in Canvas at the discounted rate of $109.93 billed to your student account and you benefit from single sign-on access with no codes required in Canvas. Please visit the First Day website to learn more about the program. You are required to use this digital textbook (ISBN10: 1260471217 | ISBN13: 9781260471212), + Connect for your weekly homework and in-class participation assignments. Connect uses technology that adapts content to your skill level to make more-efficient use of your study time and create a more-effective reading experience. Here is a video tutorial on how to access your eTextbook. See more information and FAQs.

Customer Care is available 24/7 to help students with questions about accessing their course material, using their eTextbook, or opting-out or in to the FirstDay program.

• Link to Customer Care website: customercare.bncollege.com
• FAQs and Tutorial Videos for the FirstDay Program:
• Open a ticket Online for the Customer Care team
• Customer Care team: Email: bookstorecustomercare@bncollege.com or Call:1-844-9-EBOOKS (1-844-932-6657)

**What is Connect?** Connect is an online homework and learning management platform from McGraw-Hill Education. You must access Connect through your Canvas account, to ensure it functions correctly. Connect helps you:
- Stay organized with assignments – both in and out of class
- Target difficult material to practice and improve your skills
- Review for exams with self-assessment tests and quizzes
- See how Connect works > Watch Connect Video

- **Laptop – Required to bring with battery FULLY CHARGED to class each week**

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

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

**Grading Criteria:**

<table>
<thead>
<tr>
<th>Course Element</th>
<th>Value (points)</th>
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<tbody>
<tr>
<td>Exams (4 exams @ 100 pts)</td>
<td>400 points</td>
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<tr>
<td>Attendance –taken each class and tabulated over the semester</td>
<td>50 points</td>
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<tr>
<td>[Connect] Smart Book Interactive Readings by Chapter (5pts each) and other Homework assignments</td>
<td>165 points</td>
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<tr>
<td>In-Class Participation (Assignments &amp; Pop Quizzes)</td>
<td>50 points</td>
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<tr>
<td><strong>Total Points for Course</strong></td>
<td><strong>665 points</strong></td>
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<tr>
<td><strong>Optional</strong> Cumulative Final Exam [Replaces lowest exam grade]</td>
<td>100 points</td>
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</tbody>
</table>
Grading Scale:

A = 90% of total points  
B < 90.0 % to 80.0% of total points  
C < 80.0 % to 70.0% of total points  
D < 70.0 % to 60.0% of total points  
F < 60.0 % to 0.0% of total points

Course Policies:

Syllabus Revision:  
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 Canvas announcement or email notice.

Class Format:  
To accomplish the course objectives students must complete assigned Canvas/Connect assignments prior to the lecture. If students have questions about assignments, they can email the professor prior to class. Class discussions will not necessarily follow from the textbook. Since students can comprehend the information by completing the interactive reading assignments in Canvas/Connect, class time will be devoted to applications of marketing concepts. Thus, students will improve their success in the course by preparing in advance, bringing their laptop class each week and through in-class participation to apply marketing concepts.

Expectations from students:  
1. Bring your fully charged laptop to class to be prepared for in-class participation exercises and to take lecture notes.  
2. Complete assignments on-time by adhering to deadlines outlined in this Syllabus and Canvas/Connect, typically 4pm on Wednesdays for Smartbook Chapters and Mondays at 4pm for Exam Review assignments. Any late submissions will receive zero points.  
3. Follow the COVID-19 protocol as outlined below.  
4. Show respect for learning by requesting acknowledgement when you have a question.  
5. Arrive on time and stay until class is over to avoid disturbing your classmates.  
6. Attend and participate in the classroom and group work discussions. Students may be called on to provide their opinion or to explain concepts that have been covered in the readings.  
7. Turn off cell phones and other handheld communication devices during class. Use of such devices is prohibited during class.  
8. Refrain from individual discussions as they might distract your classmates.  
10. If you need help with your study habits, contact on campus academic support: http://advising.uncc.edu/academic-support

**Connect Technical and Support Information:**
If you are having trouble registering for or accessing Connect, please contact McGraw-Hill Education’s Customer Support. Live chat, email, and phone support are available 7 days a week. When contacting a support agent, you will always receive a case number. It will be important to save this case number if additional follow up or documentation is needed.

**Website:** [https://mhedu.force.com/CXG/s/](https://mhedu.force.com/CXG/s/)
**Phone:** (800) 331-5094
**Hours (EST):**
- Sunday: 12 PM - 12 AM
- Monday - Thursday: 24 hours
- Friday: 12 AM - 9 PM
- Saturday: 10 AM - 8 PM

Ensure your computer meets system requirements by going to this link: [https://connect.mheducation.com/troubleshootWeb/troubleshoot.html](https://connect.mheducation.com/troubleshootWeb/troubleshoot.html)

**Classroom Conduct:**
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.

**Late Work:**
All course assignments will be scheduled, completed, and recorded in Canvas/Connect. All students are required to complete every assignment by the due date listed. Most weekly assignments are required to be completed by 4pm on Tuesdays. The exception would be for practice exam reviews that are due on Friday by 4pm before each of the four exams. Please adhere to submission deadlines to receive points for assignments. Any submissions after deadline will receive 0 points.

**Cell Phones, Smart phones, and other Mobile Communication devices:**
The use of cell phones, smart phones, 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.
Attendance & COVID-19 Policy:
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. As such, I will record attendance and track in Canvas. 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 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. For absences related to COVID-19, please adhere to the following:

- **Complete your Niner Health Check** each morning.
- **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, indicate so on your Niner Health Check to alert the University. Submit a copy of your Niner Health Check notification email to your instructors. Upon learning that you have tested positive or have been diagnosed for symptoms of COVID-19, either from your reporting or from Student Health Center testing or diagnosis, representatives from Emergency Management and/or the Student Health Center will follow up with you, and your instructors will be notified of the need for accommodations, as necessary.
- **If you have been exposed** to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, indicate so on your Niner Health Check to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors. If you need any additional support verifying your absence after you have communicated with your professors, contact Student Assistance and Support Services.

To return to class after being absent due to a period of self-quarantine, students should submit a copy of their Niner Health Check clearance email to their instructor(s). To return to class after being absent due to a COVID-19 diagnosis, 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: such as provide remote learning options, on a case-by-case basis. The final decision for approval of all absences and missed work is determined by the instructor.

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.

Feedback:
This course uses Canvas and Connect, which provides the instructor with analytics and data on student engagement with the Canvas page, including page views, participation, submissions, timeliness, etc. I will be monitoring student activities on Canvas to ensure successful engagement and participation in the course. If I notice that a student's activities on Canvas indicate issues with pedagogically appropriate engagement, I may reach out to the student to discuss improving course engagement and participation.

The best way to monitor the status of your grade in class throughout the semester is in Canvas | Grades page. Make sure the checkbox in the top right corner is NOT checked it should appear as pictured below. The Canvas default is to have this box checked which incorrectly skews grades when a student may not have turned in an assignment.

Exams Procedures:
Below are the dates for online closed book exams that will open at 6:30pm and close by the end of class 8:15 pm:

- Tuesday 9/6 Exam 1 (Chapter 1-4)
- Tuesday 9/27 Exam 2 (Chapter 5-9)
- Tuesday 10/25 Exam 3 (Chapter 10, 11, and 13-16)
- Tuesday 12/6 Exam 4 (Chapter 12, and 17-22)

OPTIONAL Final Exam: Tuesday 12/13 5:00-7:30pm (replaces lowest exam grade)
Instructors use several strategies for ensuring academic integrity in courses, whether in-person or online, and a variety of technologies may be applied. This course may use LockDown Browser with Monitor for online exams. While there is no cost to you to use the software, you are required to have a webcam, which may be built into your computer or may be an external camera. Use a Mac or PC computer; Chromebooks are not compatible. Watch this short video to get a basic understanding of LockDown Browser and the Monitor webcam feature.

During course exams, your participation may be video-recorded with your webcam using Respondus Monitor. Respondus Monitor is a companion product for LockDown Browser that enables students to record themselves with a webcam and microphone during an online exam. These video recordings may be submitted to Student Conduct & Academic Integrity as evidence in suspected cases of violations of the Code of Student Academic Integrity.

The Respondus system allows access to your webcam only while the exam/assessment is in progress. UNC Charlotte and its faculty do not have access to your webcam at any point outside of the assessment setting. You are responsible for obtaining an external webcam with microphone if no functioning built-in camera is available on your device. Students may borrow laptops and webcams from Atkins Library.

Download and install LockDown Browser to your Mac or PC computer. For information about checking LockDown Browser and webcam setup, test-taking guidelines, webcam video tips, as well as security and privacy information, please review Online Testing Guidance from the Center for Academic Excellence.

Make-up / Missed exams:
- If you miss one exam and you have the Dean of Students Office, send me notification that you need to be excused from class during the exam day, I will work with you on scheduling a makeup.
- If you miss two exams the second exam will be given a grade of zero “0”.
- **Exam Conflicts**: Students having three Final exams in one day will be allowed to reschedule the middle examination by filling out the Final Examination Conflict Form. (Note: Upon agreement of the student and another instructor, a different exam may be rescheduled.) For more details, see: University Policy 202

Course Credit Workload:
This 3-credit course requires 9 hours of work a week. Class work may include but is not limited to: required readings, library research, written assignments, discussion posts, viewing of course videos, reviewing feedback from the instructor, and completing assessments.

Webcam Use in the Classroom:
This course may require you to use a webcam for class sessions and/or assessments. Classes and assessments may be conducted using Zoom or other technology selected by your instructor which may use your computer’s webcam or other technologies to
communicate, monitor, and/or record classes, class activities, and assessments. Assessments may also be conducted using proctoring software, which may listen to you, monitor your computer screen, view you and your surroundings, and record (including visual and audio recordings) all activity during the proctoring process. Please contact your instructor if you are unable to comply or have any questions or concerns.

**University Policies and Notices:**

**Face Coverings and Physical Distancing:**
It is the policy of UNC Charlotte 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.

**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. Students are expected to submit their own work, either as individuals or contributors to a group assignment. Definitions and examples of plagiarism and other violations are set forth in the Code. The Code is available from the Dean of Students Office or online at: [http://legal.uncc.edu/policies/up-407](http://legal.uncc.edu/policies/up-407). Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

**Non-Discrimination:**
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.

**Preferred Gender Pronouns:**
This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.
Title IX:
UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with civil protective orders, and more.

Please be aware that all UNC Charlotte employees, including faculty members, are expected to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I am expected to report the information to the Title IX Coordinator. Although I am expected to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact the following on-campus resources, who are not required to report the incident to the Title IX Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); or (2) Student Health Center (studenthealth.uncc.edu, 7-7400). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

Religious Accommodation:
Students who, acting in accordance with this Policy, miss classes, examinations or other assignments because of a religious practice or belief must be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation Form to their instructor prior to the census date for enrollment for a given semester. The census date for each semester (typically the tenth day of instruction) can be found in UNC Charlotte’s academic calendar.

Student Grievances:
Student Grievances Students enrolled in courses at the University of North Carolina at Charlotte who would like to file a complaint regarding their experience may do the following: 1. Refer to the UNC Charlotte Student Grievance Procedure. Students may also contact UNC Charlotte’s regional accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. 2. Students residing outside of North Carolina while attending UNC Charlotte may file a complaint in their state of residence. As required by federal regulations, students are directed to the list of resources here, compiled and updated by the State Higher Education Executive Officers.
Withdrawals:
Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

Incompletes:
The grade of I is assigned at the discretion of the instructor when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed by the deadline specified by the instructor, and no later than 12 months. If the I is not removed during the specified time, a grade of F, U, or N, as appropriate is automatically assigned. The grade of I cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of I. University policy addressing Incompletes.

FERPA Notification:
In establishing University Policy 402, Student Education Records, UNC Charlotte adheres to a policy of compliance with the Family Educational Rights and Privacy Act of 1974, also known as FERPA, a federal law that affords students the following rights with respect to their education records. For details, see the FERPA Annual Notification posted on the Office of Legal Affairs website. All questions concerning this FERPA Annual Notification may be directed to the attention of the Office of the Registrar.

Student Support:

Disability Support Services:
Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.

The Office of Disability Services works with current undergraduate and graduate students along with prospective students to ensure equal access to UNC Charlotte’s campus and educational programs.

All services are dependent upon verification of eligibility. Once approved for services, students receive accommodations which are based upon the nature of an individual’s disability and documented needs. Students are strongly encouraged to register or check-in for their accommodations with a Disability Services counselor as soon as they
have registered for classes. Accommodations are not retro-active and will not begin until the student notifies his or her faculty by providing the Letter of Accommodation. Please visit the Office of Disability Services at for additional resources, email questions to disability@uncc.edu, or call 704-687-0040 (tty/v) for more information.

Accessing Help/Mental Health Services:
Mental health concerns or stressful events may reduce a student's ability to participate in daily activities or diminish academic performance. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via the Counseling & Psychological Services (CAPS) website at caps.uncc.edu.

Student Support Services:
Be sure to take advantage of the wealth of resources and support available at UNC Charlotte. Some of the resources available to you include the University Writing Resource Center, University Counseling Center, and the J. Murrey Atkins Library.

- University Center for Academic Excellent (UCAE) | (704) 687 7837 | uncc- ucae@uncc.edu
- University Writing Resources Center (WRC) | 704-687-1899 | wrchelp@uncc.edu
- Veteran Student Services | 704-687-5488 | veteranservice@uncc.edu
- University Counseling Center | 704-687-0311
- Multicultural Resource Center | 704-687-7121 | mrc@uncc.edu
- List of computer labs on campus
- Atkins Library Laptop Lending program

Food Insecurity:
Food insecurity is defined by the USDA as “a lack of access to enough food for an active, healthy life.” Food insecure categories include: reduced caloric intake, reduced food quality, lack of variety in diet, disrupted eating patterns, and hunger. Research shows that college students experience food insecurity at higher rates than the American household rate, and that food insecurity can negatively impact academic performance and persistence. In recognition of this problem, UNC Charlotte offers assistance to students facing food insecurity through an on-campus food pantry. The Jamil Niner Student Pantry (JNSP) is located on the east edge of campus at 1224 John Kirk Road. It has regular hours which may change from semester to semester; please see the website at https://ninerpantry.uncc.edu/ for schedule and details on its services, as well as resources about hunger and food insecurity among college students.
<table>
<thead>
<tr>
<th>Due Date</th>
<th>Topic</th>
<th>Smart Book (SB) Chapter</th>
<th>Additional Homework or Reading</th>
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</thead>
</table>
| Fri 8/26 | First Day of class 8/23/22: Introduction, Expectations, Syllabus, CONNECT & Smartbook, Meet your Discussion Groups  
Customer Relationships and Value Through Marketing  
Developing Successful Org & Marketing Strategies | 1, 2 | Optional HW: Orientation Videos (Connect & Smartbook) |
| Tues 8/30 | Scanning the Marketing Environment  
In Class - Case Discussion: Geek Squad  
Building an Effective Marketing Plan  
Ethical and Social Responsibility for Sustainable Marketing | 3, 4 | HW: Mini-Sim Chp 1 & 2  
Read: Geek Squad case, Appendix A Effective Mktg Plan |
| Fri 9/2 | Exam Review (Chp 1-4) | | |
| Tues 9/6 | Career Planning – Guest Speaker  
VIRTUAL - Exam 1 (Chp 1-4) | EXAM 1 | Read: Appendix C Careers in Marketing |
| Tues 9/13 | Understanding Consumer Behavior  
In Class - Case Discussion: Coppertone  
Understanding Organizations as Customers  
Understanding & Reaching Global Consumers and Markets | 5, 6, 7 | Read: Coppertone case |
| Tues 9/20 | Market Research: From Customer Insights into Actions  
Market Segmentations, Targeting, Positioning  
In Class - Case Discussion: The RealReal case | 8, 9 | HW: Segmentation Mini-Sim  
Read: The RealReal New Yorker article |
| Fri 9/23 | Exam Review (Chp 5-9) | | |
| Tues 9/27 | VIRTUAL – Exam 2 (Chp 5-9) | EXAM 2 | |
| Tues 10/4 | Developing New Products and Services  
In Class – Case Discussion: GoPro  
Managing Successful Products, Services, and Brands | 10, 11 | Read: GoPro case |
| Tues 10/11 | Fall BREAK – No Class | | |
| Tues 10/18 | Building the Price Foundation  
Arriving at Final Price  
In Class – Case Discussion: Carmex | 13, 14 | Read: Appendix B – Financial Aspects of Mktg  
Carmex case and watch this Carmex video |
| Tues 10/25 | Managing Marketing Channels and Supply chains  
In Class – Case Discussion: Amazon  
Retailing and Wholesaling | 15, 16 | HW: Pricing Analytics  
Read: Amazon case |
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Chapters</th>
<th>Read</th>
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<tbody>
<tr>
<td>Fri 10/28</td>
<td>Exam Review (Chp 10,11, 13-16)</td>
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<tr>
<td>Tues 11/1</td>
<td>VIRTUAL - Exam 3 (Chp 10,11, 13-16)</td>
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| Tues 11/8 | Services Marketing  
*In Class – Case Discussion: FedEx & Robots*  
Implementing Interactive and Multichannel Marketing | 12, 17   | FedEx CNN, FedEx NYTimes articles                                   |
| Tues 11/15| Integrated Marketing Communications & Direct marketing  
*In Class – Case Discussion: Augmented Reality*  
Advertising, Sales Promotion, and Public Relations  
Using social media and Mobile Marketing to connect with Customers | 18, 19, 20 | Augmented reality articles in Forbes and TechFunnel                  |
| Tues 11/22| No Class -- Thanksgiving Break                                      |          |                                                                      |
| Tues 11/29| Personal Selling and Sales Management  
*In Class – Case Discussion: Cascade Maverik*  
Putting it All Together: The Strategic Marketing Process  
Final Class review                                           | 21, 22   | Cascade Maverik Case                                                  |
| Fri 12/2  | Exam Review (Chapter 12, 17-22)                                       |          |                                                                      |
| Tues 12/6 | VIRTUAL - Exam 4 (Chapter 12, 17-22)                                  |          |                                                                      |
| Wed 12/13 | OPTIONAL: Cumulative FINAL Examination  
(Replaces lowest Exam score)  
VIRTUAL Exam Time: 5:00pm – 7:30pm                              |          |                                                                      |
| Wed 12/13 | OPTIONAL: Cumulative FINAL Examination  
(Replaces lowest Exam score)  
VIRTUAL Exam Time: 5:00pm – 7:30pm                              |          |                                                                      |