SYLLABUS
Marketing Concepts - Fall 2020
MKTG 3110-H01 - Course # 12235 - Belk College of Business, UNC-Charlotte

Instructor: Mrs. Tamara L. Cohen
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Time Place
Class Mondays, Wednesdays, Fridays 9:05 – 9:55 am 100% online
Office hours Mondays 11:00 am – 12:00 pm, or by appointment

Course preceptor Grasyn Waisner gvaisner@uncc.edu flexible office hours

Course Introduction
The fundamentals of marketing will be 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:

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: 1st Midterm exam 20%
2nd Midterm exam 20%
3rd Midterm exam 20%
2. Elk Haven Herbals project 15%
3. In-Class exercises (best 10 in the semester) 15%
4. Guest speaker assignment 5%
5. Class participation 5%

100% Extra credits +5%

Grade Distribution
A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: lower than 60
1. **Exams (1st midterm 20%; 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. **Elk Haven Herbals 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. Elk Haven Herbals is a real herbal supplement company, headquartered in Charlotte, and already sold on Amazon. Students will work in teams of 5, 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 10-12 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, executive summary, references and appendices are not included in this page count. References must be presented using any recognized academic system.

3. **In-Class Exercises (total 15%)**

In-class exercises will be completed during class. Extra time may be assigned by the instructor, as necessary.

There will be 11 such exercises, and they will occur approximately once a week. In-class exercises function like pop quizzes, i.e., they will be unannounced. They will be based on material assigned for preparation for class, and/or material discussed in class. **No make-ups.**

The total in-class exercise grade will be the average of your best 10 in-class exercises during the semester.

4. **Guest Speaker (5% assignment)**

Our guest speaker, Guy Powell, President & Founding Partner of Pro-Relevant Marketing, and author of 4 published books, will talk about his working experience. Having learned about multiple Marketing topics throughout the semester, you can expect to recognize some of these topics in the presentation.

- **GUEST SPEAKER ASSIGNMENT DUE BY 9:05 am on Saturday, December 12.**

What did you learn from this presentation? Choose one of the principles of Marketing studied during this course, and describe a situation presented by Mr. Powell that uses this Marketing principle, i.e., an application of this principle.

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.

  * **ATTENDANCE** in regular classes is not mandatory. Exam material comes principally from lectures and class discussions, some from assigned readings. There will be unannounced in-class exercises 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 Netiquette, 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.

* Students will be awarded participation points during class via the Chat function. The instructor will record these following class.

* PARTICIPATION POINTS will be updated on Canvas on Sept. 1, Oct. 1, Nov. 1 and Dec. 9.

* NEGATIVE CONDUCT. Please avoid conduct during class times that may be distracting or discourteous. If you engage in behaviors that distract from the class’s learning environment (such as showing disrespect for classmates), -1% consequence may be for each infraction.

**Extra credits**

* +1%  Post your photo & intro video before 9:05 am on 9/11

* +2%  Every midterm exam includes 8 extra credit points. (So a perfect score would be 108%).

* +2%  September: Watch the new Emanuel documentary and complete the associated 150-word assignment. This exercise enriches our study of Social Responsibility & Ethics.

* +2%  October: Participate in a Tiny Habits week-long program. (It takes less than 30 minutes, total.) This exercise applies principles of classical conditioning, which we touch on during our study of Consumer Behavior.

**Homework Assignments** *(not graded weekly)*

1. Homework assignments are set for most weeks of class. Students are expected to read the assigned pages in the textbook 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; use the following format:

   **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.
Homework Assignments

1. **DUE Sep.14:** 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.23:** Marketing Ethics
   Identify an issue involving marketing ethics, which occurred in 2017-2020. What was the nature of the dilemma facing the organization? What happened? What do you think about this? (Be careful: bad taste is not the same as unethical.)

3. **DUE Oct.2:** 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.

4. **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 2020 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?

5. **DUE Oct.19:** 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).

6. **DUE Oct.28:** 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.

7. **DUE Nov.6:** New Product/Service
   Describe and discuss a product or service that was new to the US (or another country’s) market in 2017-2020. What makes this product/service new? (Note: New models and updated apps generally do not qualify as new products/services.)

8. **DUE Nov.13:** Pricing Strategies (Different Prices)
   Compare the retail prices of the same item from two different brick-and-mortar stores or two different online stores. (Be specific.) Why do you think these prices are different?

9. **DUE Nov.20:** Retailer Comparison (compare physical stores OR online sites)
   Go into two different retail stores and compare the following features: lighting, flooring, shelf fixtures, signage, help/service, image, ambiance. Perform this assignment physically if you are able to do so safely. Alternatively, visit two different websites and compare how to sort/find products on the site, ease of checking out, help function, membership and benefits, reviews of products, additional content (such as recipes on a grocery site), image.

10. **DUE Nov.30:** Sales Promotion
    Choose an example of a sales promotion that you have observed or experienced. Identify the kind of promotion device (-check textbook for definition-), its objectives, and assess its advantages and disadvantages.
CLASSROOM EXPECTATIONS

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 will be announced in class and posted on Canvas.
- You are responsible for any and all materials in missed classes. In-class exercises are given approximately once a week, and may not be made up.
- 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.)

Class Netiquette
- Inappropriate behavior in class distracts from the ability of others to benefit from their in-class experiences. Please read the Netiquette document (on Canvas) to familiarize yourself with expectations of conduct. 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.

Exam Protocols
- Students will be permitted to use only one electronic devices for exams.
- Lockdown Browser and Respondus Monitor software is required for all midterm exams and for the optional final exam. Please note: Lockdown Browser and Respondus Monitor work only on computers, not on smartphones or tablets. [https://belkcollege.uncc.edu/laptop-policy](https://belkcollege.uncc.edu/laptop-policy)
- The Atkins Library has a Technology Loan Program that allows students to check out a variety of equipment including laptops, webcams, cameras, iPads, etc. For more information, contact the Technology Support Desk at 704.687.6028 or AtkinsTechSupport@uncc.edu

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. (There is no extra credit offered for using the WRC’s services, but you are free to do so if you wish.)
- You are graded in this course (and 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, please, 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.
UNIVERSITY POLICIES

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](http://www.legal.uncc.edu/policies/ps-105.html)

Religious accommodation for students: UNC Charlotte provides reasonable accommodations, including a minimum of two excused absences each academic year, for religious observances required by a student’s religious practice or belief. Such reasonable accommodations must be requested in accordance with the procedures in this Policy, and include the opportunity for the student to make up any tests or other work missed due to an excused absence for a religious observance. Regardless of any accommodation that may be granted, UNC Charlotte students are responsible for satisfying all academic objectives, requirements and prerequisites as determined by their instructor and the University. Please submit a Request for Religious Accommodation Form to the instructor prior to the census date, September 18, 2020. Or speak to the instructor in person. [https://legal.uncc.edu/policies/up-409](https://legal.uncc.edu/policies/up-409)

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 or [disability@uncc.edu](mailto:disability@uncc.edu) [https://ds.uncc.edu/facultystaff-handbook/faculty-responsibilities](https://ds.uncc.edu/facultystaff-handbook/faculty-responsibilities)