Marketing Concepts
MKTG 3110-001
Fall 2013

Dr. Charles Bodkin
Office: 210-B Friday
Phone #: 704-687-7704
Email: cbodkin@uncc.edu

(put the word “Student” in the subject line of the email to jump to the top of my email list)

Office Hours: Tuesdays and Thursdays 2:00 to 3:30 p.m. plus virtual office hours

Pre-requisites for marketing majors and minors: ACCT 2121, ECON 1202; junior standing.


Required software: CONNECT by McGraw-Hill (This is the on-line homework and study system for this course)

To register for CONNECT, go to the URL below and click “Register”. Note: To complete the registration process, you will need to purchase CONNECT. If you are purchasing CONNECT separately from the textbook, go to the URL, click “Register,” and follow the instructions. If you purchased the access code with the textbook you will need that code to register for CONNECT.

Student registration information for CONNECT

Course: Marketing Concepts with LearnSmart
Instructor: Charles Bodkin
Section: 001

Online registration instructions: Go to the following web address and click the “register now” button. http://connect.mcgraw-hill.com/class/c_bodkin_001_1

Need help with CONNECT? http://www.connectstudentsuccess.com/
Course Description:

Marketing is about the exchange process -- the exchange of goods, services, and/or ideas between or among individuals, organizations or some combination. We will explore concepts, theories and issues regarding customers, competition, the environment and the traditional marketing mix (Product, Distribution, Price, and Promotion). To help you develop marketing decision-making skills this course includes lectures, discussions and exercises, readings, videos, and exams.

Course 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:
1. Adaptability to change, globalization, & diversity
2. Thinking, integration, and problem solving

In order to accomplish these objectives this course focuses on several primary and secondary goals. Primary goals of this course include:
1. Understanding and responding to the changing needs of diverse, global customers;
2. Thinking critically and acting analytically;
3. Thinking and acting ethically in relation to marketing decision-making.

Secondary goals for this course include:
1. Taking the initiative to improve organizational practices and seek growth opportunities;
2. Analyzing and understanding global issues from multiple perspectives;
3. Applying, articulating, and 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.

In order 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.

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 prior to 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.

Expectations from students:

1. Read, review, and study the textbook.
2. Print out the slides and take notes on the slides during class
3. Create their own individualized review/study sheets (none are provided).
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 discussions.
   a. Students can be called on to provide their opinion or to explain concepts that have been covered in the readings.
7. Turn off cell phones 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

Grading: Your final grade is calculated based on the following:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (4 exams @ 100pts) =</td>
<td>400 points (maximum)</td>
</tr>
<tr>
<td>Guest speakers (3 @ 5 pts) =</td>
<td>15 points (maximum)</td>
</tr>
<tr>
<td>Research participation (5 @ 5 pts) =</td>
<td>25 points (maximum)</td>
</tr>
<tr>
<td>Learn Smart: (Points earned / Points available) * 50 =</td>
<td>50 points (maximum)</td>
</tr>
<tr>
<td>CONNECT: (Points earned / Points available) * 100 =</td>
<td>100 points (maximum)</td>
</tr>
<tr>
<td>Total Points for the course =</td>
<td>585 points (maximum)</td>
</tr>
</tbody>
</table>

A = 525 or more points
B = 468 to 524.99 points
C = 409 to 467.99 points
D = 351 to 408.99 points
F = Less than 351 points

An Optional Cumulative Final Exam (100 points) can be used to replace only 1 of the 4 exam grades.

Note:

1. **NO EXTRA CREDIT POINTS**
2. **NO MAKEUP EXAMS** (you can take the optional final if you miss an exam)
3. **NO CURVE ON THE FINAL COURSE GRADES**

Absence Policy:

You are expected to attend and participate in each class although attendance will not be strictly monitored. It is solely your responsibility to obtain class material if you are absent. On occasion bonus points might be given for class attendance.
Exams:

1. Exams are intended to assess the degree to which students have met the learning objectives. Two of the learning objectives are that students learn to think critically and have the ability to integrate information; therefore, a class study guide is not provided. Students are expected to be able to create their own study guides based on class lecture.

2. The exams will reflect the textbook and any additional topics covered in class lectures, discussions, exercises, or videos shown in class. The exams will be closed book/note exams. Exams consist of 50 multiple choice questions @ 2 points each (total=100 points). Grades will be posted on the course Moodle site.

3. You are prohibited from using previous MKTG 3110 exams for reference or study and/or exams from other sections of MKTG 3110. Failure to comply will be considered academic dishonesty.

4. Exams are curved to give the highest score a 100, but there is a maximum of 10 points. For example, if the highest exam grade is a 95 the exam will be curved 5 points, if the highest grade is a 97.5 the exam will be curved 2.5 points. If the highest grade is 100 there will be no exam curve. If the highest grade is below 90 there will be a 10 point curve.

You will receive a zero on your exam for any of the following (NO EXCEPTIONS):

1. You remove an exam question and/or answer sheet from the classroom;
2. You do not return both the exam question and answer sheet to the instructor or proctor by the end of the class period in which the exam is given.

Exam procedures: (to be followed on exam days)

1. You must present a government issued picture id (University, state, federal, etc.) to turn-in during the exam. Students not presenting a valid id will not be given a grade for the exam until the student presents a picture ID to the instructor. If the student has not provided an ID by the last day of class the grade will be recorded as a zero.
2. Cell phones must be turned off during the exam. You may NOT use them as calculators or clocks.
3. Wearing hats (including baseball caps) is prohibited during exams.
4. You must write your name on both the exam question sheet and answer sheet.

Make-up / Missed exams:

1. There are no makeup exams.
2. Students who miss an exam are required to take the Optional Cumulative Final Exam to replace the missed grade.
3. If you miss two exams the second exam will be given a grade of zero “0”.

Optional Cumulative Final Exam:

1. The optional cumulative final exam can be used to replace one of the four exam grades.
2. The optional cumulative final exam consists of 100 multiple choice questions @ 1 point each.
3. Your grade on the optional final exam can only improve your grade. If you do worse on the optional final exam compared to your four exam scores I will use your four exams scores to calculate your final grade.
4. If you think you might want to take the optional final exam than plan on being on campus on December 12, 2013 as the optional final exam will not be given earlier. In other words don’t purchase your airline tickets if you think you will be taking the optional final.
5. Since the cumulative final is not a compilation of previous test questions, old exams will not be provided for students to review prior to the exam.
6. Exams are not given back to students and remain the property of the school. After exams students will receive their Scoring Sheet and exam questions will be reviewed in class. Students absent from this class review period forfeit their opportunity to review their exam. Students will want to review their exams on the review day since this will be the only opportunity to review the exam prior to the final.
7. Rescheduling the final exam: If a student has 3 finals on one day they are allowed to reschedule their middle exam (contact the registrar’s office for the proper forms). Since the final exam for this course is the first in the day there should be no reason to reschedule a student’s final exam time.

*UNC Charlotte Policy # 16: Students having three examinations in one day will be allowed to reschedule the middle examination by filling out a form obtainable in the Registrar’s Office. (Note: Upon agreement of the student and another instructor, a different exam may be rescheduled.*) ([http://www.legal.uncc.edu/policies/ps-16.html](http://www.legal.uncc.edu/policies/ps-16.html))

CONNECT Homework:

The following general guidelines apply to all assignments made using the CONNECT software:

1. All assignments must be completed by the due date specified in the assignment
2. After an assignment has been closed, it will not be reopened
3. It is your responsibility to keep track of the due date for all assignments
4. You should check the course CONNECT site regularly for new assignments
5. Late submissions will not be accepted
6. Assignments must be submitted on the CONNECT system in order to receive credit.
7. All CONNECT assignments are due at 5:00 p.m. on the due date shown in CONNECT.
8. Assignment deadlines will not be extended for any reason.

Research Participation

1. Surveys will be conducted during the semester. For some of the surveys you will be emailed a link and for others the survey link will be provided in Moodle. These will be announced in class and posted in Moodle. These surveys need to be completed on one
sitting. If the survey closes it is not be possible to send the student another link prior to
the ending of the survey. Please contact the professor within 24 hours.

2. Grading: Students need to complete the surveys and accurately enter their @uncc.edu
e-mail addresses to earn the research participation points. Failure to accurately enter
your e-mail address at the end of the surveys will result in the student not getting credit
for completing the survey.

Use of cell phones and computers in class:

1. The use of cell phones, beepers, other communication devices is disruptive, and
prohibited during class. Except in emergencies, those using such devices must leave the
classroom for the remainder of the class period.
2. Students are permitted to use computers during class for note-taking and other class-
related work only. Those using computers during class for work not related to that class
must leave the classroom for the remainder of the class period.

Academic Integrity:

All students have the responsibility to know and observe the requirements of The UNCC Code of
Student Academic Integrity. This code forbids cheating, fabrication or falsification of information,
multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in
academic dishonesty. Any special requirements or permission regarding academic integrity in this
course will be stated by the instructor, and are binding on the students. Academic evaluations in this
course include a judgment that the student's work is free from academic dishonesty of any type, and
grades in this course therefore should be and will be adversely affected by academic dishonesty.
Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is
zero credit on the work involving dishonesty and further substantial reduction of the course grade. In
almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of
Students Office or online at http://www.uncc.edu/policystate/ps-105.html. Standards of academic
integrity will be enforced in this course. Students are expected to report cases of academic dishonesty
to the course instructor.

Belk College of Business 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.

Syllabi revisions:

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 announcement in class [or by written or email notice or
by changes to this syllabus posted on the course Moodle website.
## Marketing Concepts: Fall 2013
*(this syllabi will change as guest speakers are scheduled)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Chapters to be covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-Aug</td>
<td>Tues</td>
<td>Creating customer relationships and value</td>
<td>1</td>
</tr>
<tr>
<td>22-Aug</td>
<td>Thurs</td>
<td>Developing strategies</td>
<td>1 and 2</td>
</tr>
<tr>
<td>27-Aug</td>
<td>Tues</td>
<td>Developing strategies</td>
<td>2</td>
</tr>
<tr>
<td>29-Aug</td>
<td>Thurs</td>
<td>Scanning the environment</td>
<td>3</td>
</tr>
<tr>
<td>3-Sep</td>
<td>Tues</td>
<td>Consumer behavior</td>
<td>5</td>
</tr>
<tr>
<td>5-Sep</td>
<td>Thurs</td>
<td>Consumer behavior</td>
<td>5</td>
</tr>
<tr>
<td>10-Sep</td>
<td>Tues</td>
<td>Organizational customers</td>
<td>6</td>
</tr>
<tr>
<td>12-Sep</td>
<td>Thurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17-Sep</td>
<td>Tues</td>
<td>Global markets</td>
<td>7</td>
</tr>
<tr>
<td>19-Sep</td>
<td>Thurs</td>
<td>Marketing research</td>
<td>8</td>
</tr>
<tr>
<td>24-Sep</td>
<td>Tues</td>
<td>Market segmentation</td>
<td>9</td>
</tr>
<tr>
<td>26-Sep</td>
<td>Thurs</td>
<td>Developing new products</td>
<td>10</td>
</tr>
<tr>
<td>1-Oct</td>
<td>Tues</td>
<td>Managing products</td>
<td>11</td>
</tr>
<tr>
<td>3-Oct</td>
<td>Thurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8-Oct</td>
<td>Tues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10-Oct</td>
<td>Thurs</td>
<td>Services marketing</td>
<td>12</td>
</tr>
<tr>
<td>15-Oct</td>
<td>Tues</td>
<td>Building the price</td>
<td>13</td>
</tr>
<tr>
<td>17-Oct</td>
<td>Thurs</td>
<td>Building the price</td>
<td>13</td>
</tr>
<tr>
<td>22-Oct</td>
<td>Tues</td>
<td>Arriving at final price</td>
<td>14</td>
</tr>
<tr>
<td>24-Oct</td>
<td>Thurs</td>
<td>Marketing channels</td>
<td>15</td>
</tr>
<tr>
<td>29-Oct</td>
<td>Tues</td>
<td>Retailing and wholesaling</td>
<td>16</td>
</tr>
<tr>
<td>31-Oct</td>
<td>Thurs</td>
<td>Integrated marketing communications</td>
<td>17</td>
</tr>
<tr>
<td>5-Nov</td>
<td>Tues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7-Nov</td>
<td>Thurs</td>
<td>Advertising, sales promotion, and PR</td>
<td>18</td>
</tr>
<tr>
<td>12-Nov</td>
<td>Tues</td>
<td>Social media</td>
<td>19</td>
</tr>
<tr>
<td>14-Nov</td>
<td>Thurs</td>
<td>Personal selling</td>
<td>20</td>
</tr>
<tr>
<td>19-Nov</td>
<td>Tues</td>
<td>Interactive and multichannel marketing</td>
<td>21</td>
</tr>
<tr>
<td>21-Nov</td>
<td>Thurs</td>
<td>Strategic marketing process</td>
<td>22</td>
</tr>
<tr>
<td>26-Nov</td>
<td>Tues</td>
<td>Ethical and social responsibility</td>
<td>4</td>
</tr>
<tr>
<td>28-Nov</td>
<td>Thurs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-Dec</td>
<td>Tues</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-Dec</td>
<td>Thurs</td>
<td>8:00 to 10:30 a.m.</td>
<td></td>
</tr>
</tbody>
</table>

*Exam 1 chapters 1, 2, 3, 5, and 6*  
*Exam 2 chapters 7 to 11*  
*Exam 3 chapters 13 to 17*  
*Exam 4 chapters 18 to 22 and 4*  
*Optional cumulative final*