

MKTG 3110: Principles of Marketing

Fall 2022

Instructor Information

Mason R. Jenkins, PhD
254A Friday Building
mjenki74@uncc.edu

Office Hours: Tuesday & Thursday 3:00pm to 4:00pm Friday 254A
& by appointment

Course Information

Class Meetings: Tuesday and Thursday
Section 001 10:00am to 11:15am Rowe 161
Section 002 11:30am to 12:45pm Rowe 161
Section 003 1:00pm to 2:15pm Rowe 161

Required Textbook: *Marketing* (3th edition) by Hunt, Mello, and Dietz

- This course is part of the First Day™ program. Required digital course materials are delivered in Canvas at the discounted rate of \$115.29 billed to your student account. Please visit the First Day website to learn more about the program. <https://aux.uncc.edu/first-day>

Other Resources:

Current events Marketing Week, Business Insider, Ad Age, visualcapitalist.com, Wall Street Journal CMO page

Guidance In addition to your other academic advisors, you are welcome to seek me out for discussions about the class as well as your broader educational and career goals.

Course Overview

This course provides an introduction and overview of how people and organizations create value for each other through exchange – i.e., through marketing. We will explore the functioning and impact of marketing on individuals, businesses, and society through discussion, exercises, written assignments, and videos.

Course Objectives

My goals are that by the end of the term, you will be able to:

1. Explain the role of marketing in organizations and societies
2. Assess and evaluate business situations through the use of marketing analysis, tools, and frameworks

MKTG 3110: Principles of Marketing

Fall 2022

3. Understand and apply the fundamentals of strategic marketing to segment markets, identify target customers, and establish a positioning
4. Practice designing an integrated marketing mix to deliver the marketing strategy
5. Distinguish marketing and customer behaviors in different business contexts (services vs. goods, consumers vs. business, digital vs. physical).

Course Philosophy

This class will not be a simple rehash of the book. This course is designed so that you will come to each class with a basic understanding of important marketing concepts that will be applied in-depth during lecture. You can do this in large part by reading the assigned text and PowerPoint materials prior to class.

For each chapter, there will be a PowerPoint presentation available at the course Canvas site under Course Documents. Each chapter PowerPoint file can be used as a framework for taking notes. These files will NOT contain all in-class material; students will need to come to class to complete the information on the slides. It is solely your responsibility to obtain class material from another student if you are absent.

I love videos to use in class. If something comes to mind (like a recent commercial you saw on TV) please send it to me BEFORE the appropriate class or lecture. Siting in class and suddenly realizing a cool video that you would like to send me after the class is over DOES NOT count. Bringing in real world examples from outside reading (e.g., WSJ, BusinessWeek, Business2.0, Fast Company) that highlight course concepts, service innovations etc. is highly encouraged participation. You should be prepared to discuss how the material relates to course concepts.

Reading the text is a requirement of the course! Full discussion and comprehension of material is impossible without thorough review of the text. Students should plan on investing, at a minimum, an hour outside of class for each hour in class. The degree of your preparation and participation in the class discussion will greatly determine what you get out of it. There is no such thing as a wasted question, therefore, feel free to clarify/question the material at any time. Contribution enhances everyone's understanding and is an integral component to the final grade.

Exams

There will be three exams given during the course, each counting 20% of the final grade. Each exam will consist of 50 multiple-choice. Exams will be conducted online using Canvas and will be available to take from 12:01am of exam day and will automatically submit at 11:59pm that night. The exams are open book and open note, but will require you to apply your knowledge of the topics rather than recognize definitions of terms. Questions will be assigned randomly from a larger overall pool. You'll have 50 minutes to answer 50 questions once you begin the exam.

MKTG 3110: Principles of Marketing
Fall 2022

If you wish to replace one of your three exam scores, you can take the cumulative final exam during finals weeks.

SmartBook Assessments

You will need access to the textbook's SmartBook resource to complete assessment questions for each chapter. These questions help make sure your understanding of the chapter is thorough and resemble the types of questions you will see on the exams. These will also be a record of your learning of each chapter which will be helpful for you to review while studying for each exam.

These assessment questions for each chapter are due the day before the respective exam, but I encourage you to complete them as soon as you complete the readings and lecture.

SmartBook assessments comprise 20% of the final grade. Assessment questions not completed and submitted on time receive a zero and cannot be made up.

Marketing Cases

You will be asked to read and respond to three different case-study-like readings during the semester as Marketing Cases each counting 20% of the final grade. These Marketing Cases will be chances for you to apply the content learned during the semester to real-world marketing practices. Each application will consist of a roughly 40-minute reading and then a series of open-ended questions about the reading as they relate to the relevant chapters being discussed in the course. See the assignment on Canvas for more detailed information. The three cases are:

1. "Should America Be Run By...Trader Joe's?" *Freakonomics Podcast*.
2. "Can Babies Learn to Love Vegetables?" *The New Yorker*.
3. TBD

Classroom Etiquette

Please conduct yourself professionally in this class. Disturbances will not be tolerated, and they may result in the lowering of your grade. I reserve the right to enforce this sanction without further notice.

Ask questions! I cannot stress enough how important it is. There is no stupid question—if you are unclear on something, you are probably not alone. I'm here to help you—make your needs known!

MKTG 3110: Principles of Marketing
Fall 2022

Contacting the Professor

I can be reached via email (mjenki74@uncc.edu). When emailing me, please send a nice, clear, formal email. Emails to the professor should have an addressee, your signature, and contain a clearly articulated question or request.

I reply to emails during office hours and several other times Monday to Friday from roughly 9am to 5pm. I can also talk with you during office hours. **Do not waste your opportunities: come chat with me.**

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.
<http://www.legal.uncc.edu/policies/ps105.html>

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 visit their office in Fretwell 230.

Grading

Exams

Exam 1	20%	A	100 - 90
Exam 2	20%	B	89.99 - 80
Exam 3	20%	C	79.99 – 70
Final Exam	can replace one exam grade	D	69.99 – 60
Marketing Cases	20%	F	59.99 and below
SmartBook	20%		

MKTG 3110: Principles of Marketing
Fall 2022

About the Instructor

I am a clinical assistant professor of marketing, specializing in consumer psychology and judgment and decision making. My research examines how consumers make sense of their world and the broader relationship between customer judgments and core cognitive processes such as memory and causal reasoning. I have conducted field studies and large-scale evaluations with partner companies and non-profit organizations to translate research into actionable insights for managers and firms.

I am a North Carolina native and completed my undergraduate degree in psychology and English at UNC-Chapel Hill in 2011. Following that, I worked in clinical trials in psychiatry at Duke University Medical Center. I received my PhD in cognitive psychology from Northeastern University in 2019. I served as a visiting assistant professor of marketing in the D'Amore-McKim School of Business at Northeastern University prior to coming to UNC Charlotte.

MKTG 3110: Principles of Marketing
Fall 2022

Course Calendar

DATE	TOPIC/ACTIVITY	CHAPTERS	DUE
T 8/23	Syllabus & How to Succeed	Syllabus	N/A
R 8/25	Why Marketing Matters to You	1	N/A
T 8/30	Why Marketing Matters to You	1	N/A
R 9/1	Consumer Behavior	4	N/A
T 9/6	Consumer Behavior con't	4	N/A
R 9/8	Strategic Planning	2	N/A
T 9/13	Marketing Research	5	N/A
R 9/15	Segmentation, Targeting, & Positioning	7	N/A
T 9/20	Segmentation etc. con't	7	Marketing Case 1 Due
R 9/22	Exam 1 review	1, 2, 4, 5, 7	Smartbook Due M 9/26
T 9/27	EXAM 1	1, 2, 4, 5, 7	N/A
R 9/29	Product Development	6	N/A
T 10/4	Branding	14	N/A
R 10/6	Catch-Up Day	N/A	N/A
T 10/11	** No class Student Recess	N/A	N/A
R 10/13	Pricing	11	N/A
T 10/18	Supply Chain	10	N/A
R 10/20	Promotion	8	N/A
T 10/25	Promotion con't	8	Marketing Case 2 Due
R 10/27	Exam 2 review	6, 8, 10, 11, 14	Smartbook Due M 10/26
T 11/1	EXAM 2	6, 8, 10, 11, 14	N/A
R 11/3	Guest Speaker: Personal Branding	N/A	N/A
T 11/8	Retailing	12	N/A
R 11/10	Personal Selling (recorded) ** Prof J out for conference	9	N/A
T 11/15	Digital	13	N/A
R 11/17	Digital con't	13	N/A
T 11/22	The Global Environment	3	N/A
R 11/24	** Thanksgiving Break	N/A	N/A
T 11/29	Social Responsibility	16	Marketing Case 3 Due
R 12/1	Exam 3 Review	9, 12, 13, 3, 16	Smartbook Due M 11/30
T 12/6	EXAM 3	9, 12, 13, 3, 16	N/A
TBA	FINAL CUMULATIVE EXAM	All to date	N/A