

**MKTG 3110-002**  
**Marketing Concepts**  
**Spring 2021**

*This syllabus contains the policies and expectations established for MKTG 3110, Marketing Concepts. 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**                      MKTG 3110 - 002              TR              11:30 am – 12:45 pm                      **ONLINE**

**Course Requirements** Internet connection (DSL, LAN, or cable connection desirable) ZOOM or WEBEX access  
**Textbook** *Marketing (15<sup>th</sup> Edition)* by Kerin and Hartley  
**Required readings may be assigned in Canvas**  
**Students are also expected to be reading current articles from business periodicals such as Wall Street Journal, Business Week, and Fortune, etc.**

**Online Requirement:** **CONNECTS** – This course is part of the First Day™ program. Required digital course materials are delivered in Canvas at the discounted rate of \$107.25 billed to your student account. Please visit the First Day website to learn more about the program. <https://aux.uncc.edu/first-day>

**Welcome**                      Welcome to Marketing Concepts! 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 Concepts Course?**                      *Marketing Concepts* is a three-credit-hour course designed to give you an introduction into the five marketing concepts that a business can use to help market their goods and services. Marketing concepts are driven by a clear objective that considers cost efficiency, social responsibilities, and effectiveness within a market.

This three-credit course requires one hour and fifteen minutes of classroom or direct faculty instruction and two and a half hours of out-of-class student work each week for approximately 15 weeks. Out-of-class work may include but is not limited to: required reading, library research, written assignments, group projects, Connect assignments, discussions, and studying for quizzes and exams.

**Course Description** *MKTG 3110. Marketing Concepts.* (3) Prerequisite: ACCT 2121, ECON 1202; and junior standing.

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.

## Objectives

The objectives of this 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

In order to accomplish the course 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 acting analytically;
- Thinking and acting ethically concerning 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.

Also, we will cover ethical, global, political, social, diversity, legal and regulatory, and environmental issues as they relate to business perspectives.

In order to accomplish the course objectives, students will need to develop a comprehensive understanding of marketing terminology, concepts, systems, decision processes, and marketing environments. Also, 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 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 both Tuesday and Thursday class meeting times online during the week. Classes will be synchronous meaning that everyone must attend the classes online via Zoom meetings.***

## 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.



**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.

**Guidelines for Success in MKTG 3110:**

1. Students should read assigned chapters 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 chapter 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. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.
 

- After assignments are taken up at the beginning of class	- 5 points
- After class, but by 6:00 pm on the due date	- 10 points
- One day late, by class time	- 20 points
- Each additional day late, by class time	- 20 points per day
  
8. Please prepare for exams early. Ask questions and participate in class throughout the semester. Examine your understanding of the material by using the Summary of Learning Objectives, Key Terms, Questions for Review, and Glossary sections found at the end of each chapter. Still need help? Form a study group of your classmates and begin studying for the exam at least one week before the exam date.

The format for the exams is true-false and multiple choice. Please come prepared for the exams with two # 2 pencils. **Late admittance to exams may not be permitted.** Students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* to obtain permission to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam. Make-up exams may be in multiple-choice and short-answer format.

Students must display proper conduct during exams, that is:

- All electronic devices **prohibited** during exams.
  - Anyone with a phone on his/her person during an exam will immediately be asked to leave the exam without completing it.
  - Maintain a clear workspace (no personal belongings near-desktop).
  - Keep your eyes on your exam handout and answer form.
  - Cover your answers to prevent others from viewing your work.
  - All hats must be removed or turned backward.
  - Once the exam begins, students may not leave the classroom and return.
  - If you leave the exam room during an exam, you will not be permitted to return.
  - Time designated for each exam **INCLUDES** time for bubbling in names and answers on the Opscan sheets. Do not request extra time for these purposes.
  - Students will be asked to leave their belongings, including phones and devices, at the front, side, or back of the room during exams.
  - Be sure to take care of any personal needs before the exam begins.
  - All exam materials are collected by the end of the class. **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.
9. 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.
  
  10. 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.
  
  11. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

## 12. 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

## 13. 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.

14. 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 Blackboard Learning System. 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.

15. 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. Stage 3. 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](http://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](http://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](http://legal.uncc.edu/policies/up-407), and the “Noble Niner UNC Charlotte Honor Code” at [studentaffairs.uncc.edu/niner-code](http://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](#).

Students will be asked to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

**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](mailto: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](http://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!!

**MKTG 3110-002: Marketing Concepts**

DATE		TOPIC	GROUP	TEXT
R	1/21	Introduction, Classroom Expectations, Syllabus, Connect, Group Projects <i>Assignment: Connect Marketing Prep Plan: Mission &amp; Objective; SWOT; Identifying Opportunities</i>	Assign Groups Product/Idea Development	
T	1/26	Creating Customer Relationships and Value through Marketing	Value Proposition	Ch 1
R	1/28	Developing Successful Organizational and Marketing Strategies <b><i>DUE: Connect Marketing Prep Plan: Mission &amp; Objective; SWOT; Identifying Opportunities</i></b> <i>Assignment: Connect Mini Simulation: Planning Marketing Mix and the Connect Marketing Prep Plan: the 4Ps</i>	Mission Vision Objectives	Ch 2
T	2/2	Scanning the Market Environment Ethical and Social Responsibility for Sustainable Marketing <i>Assignment: Connect Mini-Simulation: Buyer Behavior and Marketing Metrics</i> <b><i>DUE: Connect Mini Simulation: Planning Marketing Mix and the Connect Marketing Prep Plan: the 4Ps</i></b>	Trends, Demographics, Social Responsibility	Ch 3 Ch 4
R	2/4	<b>Exam – Chapters 1 to 4</b>		
T	2/9	<b>SPRING BREAK</b>		
R	2/11	<b>SPRING BREAK</b>		
T	2/16	Understanding Consumer Behavior <b><i>DUE: Connect Mini-Simulation: Buyer Behavior and Marketing Metrics</i></b>		Ch 5
R	2/18	Understanding Organizations as Customers Understanding and Reaching Global Consumers and Markets <i>Assignment: Connect Mini Simulation: Market Research</i>	Who is Your Customer	Ch 6 Ch 7
T	2/23	<i>Personal Branding (Guest Presenter)</i>		
R	2/25	Marketing Research: From Customer Insights to Actions Market Segmentation, Targeting, and Positioning <i>Assignment: Connect Mini-Simulation: Product Development and Segmentation</i> <b><i>DUE: Connect Mini Simulation: Marketing Research</i></b>	Segmentation and Target Market	Ch 8 Ch 9
T	3/2	Developing New Products and Services Managing Successful Products, Services, and Brands <i>Assignment: Connect Mini-Simulation: Pricing</i> <b><i>DUE: Connect Mini-Simulation: Product Development and Segmentation</i></b>	4 Ps	Ch 10 Ch 11
R	3/4	<b>Exam – Chapters 5 to 11</b>		
T	3/9	Service Marketing		Ch 12
R	3/11	Building the Price Foundation <i>Assignment: Connect Mini-Simulation: Supply Chain: Where's the Toilet Paper? And Retail Strategy</i> <b><i>DUE: Connect Mini-Simulation: Pricing</i></b>	Product Price	Ch 13
T	3/16	Arriving at the Final Price		Ch 14
R	3/18	Managing Marketing Channels and Supply Chains <b><i>DUE: Connect Mini-Simulation: Supply Chain: Where's the Toilet Paper? And Retail Strategy</i></b>		Ch 15
T	3/23	Retailing and Wholesaling <i>Assignment: Connect Mini-Simulation: Integrated Marketing Communications</i>	Customer Alternatives	Ch 16
R	3/25	Integrated Marketing Communications and Direct Marketing		Ch 17

		<b><i>DUE: Connect Mini-Simulation: Integrated Marketing Communications</i></b>		
T	3/30	Advertising, Sales Promotion, and Public Relations		Ch 18
R	4/1	<b>Exam – Chapters 12 to 18</b> <i>Assignment: Connect Mini-Simulation: Personal Selling: Buddle Health</i>		
T	4/6	Using Social Media and Mobile Marketing to Connect with Customers	Advertising Campaign	Ch 19
R	4/8	Personal Selling and Sales Management <b><i>DUE: Connect Mini-Simulation: Personal Selling: Buddle Health</i></b>	Elevator Pitch	Ch 20
R	4/13	Implementing Interactive and Multichannel Marketing	Customer Perception	Ch 21
T	4/15	Pulling It All Together: The Strategic Marketing Process	How Product purchased and marketed	Ch 22
T	4/20	<b>Group Presentation – Mandatory Attendance</b>		
R	4/22	<b>Group Presentation – Mandatory Attendance</b>		
T	4/27	<b>Group Presentation – Mandatory Attendance</b>		
R	4/29	<b>Group Presentation – Mandatory Attendance</b>		
T	5/4	<i>Last Day of Class</i> <b>Exam – Chapters 15 – 22</b>		
T		<b>FINAL EXAM – CUMULATIVE OPTIONAL – University Schedule</b>		