



Syllabus

MKT 3110-04

Principles of Marketing

Fall 2023

Instructor Contact Information

Instructor: Jacqueline Robinson

Office Location: Friday 244C

Office Phone: (980) 428-6280 – Google Voice

Email: jrobi202@uncc.edu

(Put the word **Student** in the subject line of the email to go to the top of my email)

Office Hours: Mon. 1:30-2:30 pm, Wed. 2:15 – 3:15 pm, via Zoom and By appointment (Please make an appointment)

Pre-requisites for Marketing majors and minors

ACCT 221, ECON 1202; junior standing

Course Description

MKT3310 Principles of Marketing Three Credit Hours

This course is a study of important concepts in marketing management. Marketing will be introduced in a framework that will allow for understanding marketing strategy planning in any type of organization.

The four P's of marketing (Product, Place, Promotion and Price) will also be covered, with attention to key strategic decision-making processes in each area. We will explore concepts, theories and issues regarding customers, competition, the environment, and traditional Marketing Mix (four P's).

This syllabus contains the policies and expectations I have established for MKTG 3110 Principles of Marketing. 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.

Course Objectives

The course objectives for MKTG 3110 address two of the four core objectives established by The Belk College of Business. These Core objectives include:

1. Adaptability to change, globalization, and 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 of 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. Students will also need to apply and demonstrate their knowledge of the Marketing planning process from an ethical perspective using problem-solving skills.

Required Materials

Textbook: *Marketing, Because Everyone is A Marketing* 3rd edition by Hunt, Mello, & Deitz

Dependable accessibility to the Internet

Access to McGraw Hill Connect software for exercises and assessments

To enhance your learning experience and provide affordable access to the right course material, this course is part of an inclusive access model called FirstDay™. You can easily access the required materials for this course at a discounted price, and benefit from single sign-on access with no codes required in Canvas.

UNCC will bill you at the discounted price as a course charge for this course.

It is NOT recommended that you Opt-Out, as these materials are required to complete the course. You can choose to Opt-Out on the first day of class, but you will be responsible for

purchasing your course materials at the full retail price and access to your materials may be suspended.

For more information and FAQs go to customer care.bncollege.com.

Student Tutorial Videos

Accessing Your eTextbook: <https://vimeo.com/304674236>

Opting Out of FirstDay for your eTextbook: <https://vimeo.com/304674616>

Opting Out of FirstDay for your courseware: <https://vimeo.com/304674959>

Other Features on the Course Materials page: <https://vimeo.com/304675344>

Customer Care Contact Information

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. Be sure to share the below information with your students

- Link to Customer Care website: customer care.bncollege.com
- FAQs and Tutorial Videos for the FirstDay Program: <https://tinyurl.com/firstdayfaq>
- Open a ticket Online for the Customer Care team: <https://tinyurl.com/customer care request>
- Email the Customer Care team: bookstorecustomer care@bncollege.com
- Call the Customer Care team: 1-844-9-EBOOKS (1-844-932-6657)

Questions? Contact your Bookstore Manager

Required Equipment: In addition to the required textbook, the following materials will be used:

1. Lectures, discussions, and examples.
2. Handouts.
3. Visual presentations.
4. Internet websites.
5. Current literature including newspapers, magazines, and journals.

Course Structure

A combination of lectures, speakers, reading assignments, Homework assignments (includes Connect exercises), quizzes, exams, and in-class assignments are used to achieve the objectives of this course.

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.

Student Expectations

1. Read, review, and study the textbook
2. Print out slides and take notes on the slides during class
3. Check Canvas on a regular basis for assignments and course announcements
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 upon 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 that may distract your classmates
9. Know and understand the Student Code of Academic Integrity and the UNCC Code of Student Responsibility
10. If you need help with your study habits contact on campus academic support:
<http://advising.uncc.edu/academic-support>

Absenteeism / Participation

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. 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 also expected to work through all of the Canvas modules. Failure to login to the Canvas course may impact your ability to achieve course objectives which could adversely affect your course grade.

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.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, 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.

The Office of Student Assistance and Support Services (SASS) can provide notification to faculty of emergency situations, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form](#) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

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>.

Instructor Tardiness Policy

If I am late in arriving to class, you must wait a full 20 minutes after the start of class before you may leave without being counted absent, or you must follow any written instructions I may give you about my anticipated tardiness.

Attendance

The United States Department of Education requires UNC Charlotte's Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. Because I do not take regular attendance for this course, the date I will report as your last date of attendance will be the latest of the following:

- The date you last participated in an online discussion or activity;
- The date you last submitted an assignment/project/test/tutorial/quiz; or
- The date you last initiated contact with me to ask a question about the course or course content.

If you earn an F or U grade, your last date of attendance will be reported to the United States Department of Education. *This may require you to pay back any financial aid funds received for this course.*

Absenteeism / Participation

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. 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 individual instructor has the authority to excuse a student's class absence(s) and to grant a student an academic accommodation (turn in a late assignment, provide extra time on an assignment, reschedule an exam, etc.). However, under Academic Affairs [Policy on Course Attendance and Participation](#), University-sanctioned events or activities are considered excused absences. A University-sanctioned event or activity is one in which a student formally represents the University to external constituencies in athletic or academic activities. This policy does not supersede individual program attendance and/or participation requirements that are aligned with accreditation or licensure. For more information and student responsibilities to account for such an absence, see provost.charlotte.edu/policies-procedures/academic-policies-and-procedures/course-attendance-and-participation.

Students are encouraged to work directly with their instructors regarding class absences for medical appointments, 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.

The [Office of Student Assistance and Support Services \(SASS\)](#) can provide notification to faculty of emergency situations, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form](http://sass.charlotte.edu/services/absence-verification) (sass.charlotte.edu/services/absence-verification) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have

the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

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 Office of Civil Rights and Title IX to obtain absence verification by completing the [online form](http://bit.ly/332eaGd) at <http://bit.ly/332eaGd>.

Syllabus 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 Canvas or email notice.

The syllabus is subject to change.

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.

Classroom Etiquette

- 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.
- No wandering in and out of class

Communication & Netiquette General Guidelines

It is important in this course that we all work together to develop a collaborative, safe, and friendly environment. One way of doing so is through good communication.

- Maintain a professional and courteous tone in all communications with your peers and with your instructor.
- Don't type in ALL CAPS - it's like you're shouting.
- Be aware of the effect of punctuation like exclamation points.
- When in doubt, just end your sentence with a period.
- Wait a little while before responding to something that makes you angry. This will give you a chance to cool down before you type something you'll regret later.
- Be careful of using humor and sarcasm in written communication. It can be easy to misunderstand without accompanying facial expressions and body language. Humor and sarcasm can also sometimes be intentionally or unintentionally offensive.
- It's okay to disagree with one another. Disagreement is one way we further our knowledge and understanding, but be sure you express your disagreement in a respectful way. Remember that disagreement is not the same as disrespect.
- Video recordings should use appropriate language: both spoken and body language. • Separate paragraphs with line breaks.
- Start your emails with a salutation (Hi Jennifer,) and end with your name.
- Reply to emails and messages in a timely manner.
- Use informative subject-lines (e.g. "John Robert's Introduction" rather than "hi".)
- Write in complete sentences and avoid abbreviations and "text-speak".

Use of Cell Phones & Computers In Class

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 Zoom class for the remainder of the class period.

Grading

Exams (3 Exams @ 100 points each)	300 points
Homework / Connect Exercises (11 x 30 points each)	330 points
Group Case Study / Presentation	100 points
Class Participation (6 x 20 points each)	120 points
Quizzes (3 x 50 points each)	<u>150 points</u>
Course Total Points	1000 points

Extra credit points will be available throughout the Semester.

Grade Distribution

A = 90 – 100% of the total points

B = 80 – 89% of the total points

C = 70 - 79% of the total points

D= 60 - 69% of the total points

F = Less than 60% of the total points

All assignments and grades will be reflected in Canvas

In Class Participation and Quizzes

It is solely your responsibility to obtain class material if you are absent. In-class participation points can only 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 the course participation grades.

Note: Any excused absences need to come from the Dean of Students Office. After receiving the response from the Dean of Students Office Students can complete an exercise that will count towards their missed in-class participation or quiz points. Without a notification from the Dean of Students office regarding your absence, no missed participation or quiz points can be awarded.

Exams

All exams are closed book/closed notes and must be taken on the assigned days during the semester. Exams will be based on material from lectures, class discussions, guest presentations, videos, and text references assigned on the course schedule, course Canvas site and during class.

Exams may consist of multiple-choice questions, true/false, short answer, and essay questions. Grades will be posted on the course Canvas site.

If you miss one exam and you have the Dean of Students Office send me a notification that you need to be excused from class during the exam day, I will work with you to schedule a makeup exam. You must have a verifiable university excused absence (ie. A medical emergency or a University athletic event)

If you miss two exams, the second exam will be given a grade of zero, "0."

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.)

<https://legal.uncc.edu/policies/up-202>

1. Cell phones must be turned off during exams. You may not use them as calculators or clocks.
2. Wearing hats (including baseball caps) is prohibited during exams
3. Students will be permitted to use only one electronic devices for exams.
4. Lockdown Browser and Respondus Monitor software is required for all exams. Please note: Lockdown Browser and Respondus Monitor work only on computers, not on smartphones or tablets. <https://belkcollege.uncc.edu/laptop-policy>
5. 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
6. Document tech failures; supporting info will be required in the event of requests for clemency.

Quizzes and In Class Assignments

Quizzes and In-class assignments will be given during class. They will be based on material assigned for preparation for the class and/or material discussed in class. No screens are allowed during quizzes. No make-ups. While a quiz is in progress, students will not be permitted to enter or leave the room.

Assignments

Assignments are due on the dates given. However, dates may change, or extensions granted at the discretion of the professor. No assignments will be accepted after the due date. It is the student's responsibility to read and review Canvas on a regular basis for assignments and due dates. Assignments submitted after the due date will be assigned a point score of 0.

NO EMAIL SUBMISSIONS WILL BE ACCEPTED. All assignments should be submitted via the Course Canvas site.

Canvas

This course uses Canvas, 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.

Instructors use a number of 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 and assessments. 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 remote course exams or assessments, 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.

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 and on the [Student Conduct and Academic Integrity website](#). The Code is available from the Dean of Students Office or online at legal.charlotte.edu/policies/up-

407. Additional resources are available on the [Student Conduct and Academic Integrity website](#).

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.

Violation of these syllabus policies may result in appropriate academic penalties, including reduction of grade in the relevant assignment, project, test, or exam. If violation of these syllabus policies also implicates the Code of Student Academic Integrity because of alleged [academic misconduct](#), I will follow the [process outlined in the Code](#) to address such cases.

As a condition of taking this course, papers that the instructor in good faith suspects are in whole or in part plagiarized may be subject to submission for textual similarity review to [SimCheck](#) or another service for the detection of plagiarism. Such works will be included as source documents in the SimCheck or other plagiarism detection service reference database solely for the purpose of detecting plagiarism of such papers. No student papers will be submitted to SimCheck or other plagiarism detection service 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.

Student Recording of Class Information

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.

Course Credit Workload

This 3-credit course requires 3 hours of classroom or direct faculty instruction and 6 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, reviewing videos, and studying for quizzes and exams.

Gender Pronoun

This course affirms people of all gender expressions and gender identities. If you refer 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.

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.

Disability Accommodations

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.

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](#).

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.

Mental Health

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.

- Visit the Counseling and Psychological Services website at 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.

Copyright Ownership

My lectures and course materials, including presentations, tests, exams, outlines, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials I create. I encourage you to take notes and make copies of course materials for your own educational use. However, you may not, nor may you knowingly allow others to reproduce or

distribute lecture notes and course materials publicly without my express written consent. This includes providing materials to commercial course material suppliers such as CourseHero, Chegg, and other similar services. Students who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor's course materials may be in violation of University Policy 406, The Code of Student Responsibility. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web site, I will request your written permission.

Sexual Harassment

All students are required to abide by the UNC Charlotte [Title IX Grievance Policy](#), [Sexual Harassment Policy](#), and the policy on [Responsible Use of University Computing and Electronic Communication Resources](#). Sexual harassment is prohibited, even when carried out through computers or other electronic communications systems, including course-based chats, breakout rooms, or message boards.

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](#).

Belk College 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.

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.

Policies related to Covid-19

It is the current 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.

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:

- **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:
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.

Communication

Your UNCC mail account and Canvas are the main communication tools used in the course. This instructor will not respond to emails sent from other accounts. It is your responsibility to check your UNCC mail and Canvas regularly.

Emails should include the course number section, along with your first and last name, and topic in the subject line [Ex.: "CSC 131-OA: Jane Doe - Homework 1 Question"] Please also add the word Student to your subject line.

Failing to read emails or Canvas notifications will not be an acceptable excuse for missing critical course information. Please check your UNCC email and/or Canvas notifications before sending an email, as the question may have been answered there.

Food and Drinks In Class

Students may consume food and drinks during Zoom classes. Please ensure that your microphone is on mute and your consumption of food or drinks is not disruptive to the class session.

Canvas and Technical Assistance

Canvas Support

24/7 Canvas Assistance (877) 257-9780

IT Support

help.uncc.edu

(704) 687-5500

Walk-Up IT service is also available, please check web-site for locations and times

Fall 2023 Principles of Marketing MKTG 3110 Class Schedule

Week	Class	Date	Topic	Text Chapter	Homework
1	1	8/21	Course Introduction		** Assigned in Canvas
	2	8/23	Why Marketing Matters	1	
	3	8/25	Strategic Planning	2	
2	4	8/28	No Class- Discussion Board		- Check Canvas for due dates
	5	8/30	Strategic Planning	2	
	6	9/1	Global Environment	3	
3		9/4	Niblock Student Center – Personal Branding		
	7	9/6	Labor Day; no class		
	8	9/8	Global Environment	3	
4		9/11	Branding	14	
	10	9/13	Test Review, Branding	14	
	11	9/15	Test #1	Chps 1-3,14	
5	12	9/18	Consumer Behavior	4	
	13	9/20	Consumer Behavior	4	
	14	9/22	Tent., Guest Speaker		
6	15	9/25	Market Research	5	
	16	9/27	Product Development	6	
	17	9/29	Segmentation, Targeting	7	
7	18	10/2	Class Activity		
	19	10/4	Test Review, Segmentation		
	20	10/6	Test #2	Chp 4-7	
8	21	10/9	Class Activity		
	22	10/11	Promotions	8	
	23	10/13	Supply Chain	10	
9	24	10/16	Class Activity		
	25	10/18	Group Presentations		
	26	10/20	Group Presentations		

10		10/23	Fall Break- No Class	
	27	10/25	Group Presentations	
	28	10/27	Presentations	
11	29	10/30	Pricing	11
	30	11/1	Pricing	11
	31	11/3	Tent., Guest	
12	32	11/6	Retailing	12
	33	11/8	Retailing	12
	34	11/10	Veterans Day – No Class	
13	35	11/13	Digital, Social Media	13
	36	11/15	Tent., Speaker	
	37	11/17	Class Activity	
14	38	11/20	Customer Relationship Mgmt.	15
		11/24	Thanksgiving Break - No class	
		11/24	Thanksgiving Break - No class	
15	39	11/27	Personal Branding	
	40	11/29	Social Responsibility	16
	41	12/1	Sustainability	16
16	42	12/4	Final Review	
	43	12/6	Last Day of Class	
		TBD	Final Exam (12/8-12/14)	

**** Note: This schedule is directional in nature and subject to change.**