Course Introduction
The fundamentals of marketing are introduced in this course, using classic theory and contemporary marketplace applications. Marketing principles are basic to our society, not only in the popular notion of satisfying consumers’ needs through conventional consumer products, but also in the contexts of business-to-business markets, not-for-profit markets, and marketing of services.

Course Objectives
- Understand that in essence marketing focuses on identifying and satisfying consumer needs, and as such is critical to the success of organizations;
- Appreciate the value to the marketing function of relationships at various levels and among various interest groups;
- Develop awareness of the impact of environmental factors on consumer behavior and marketing functions; this includes consideration of the global context;
- Study each of the elements of the classic marketing mix;
- Comprehend the integration of various marketing concepts into marketing strategy;
- Appreciate the position of marketers in issues of social responsibility and ethics.

Course Prerequisites for Marketing majors and minors:
Accounting ACCT 2121; Economics ECON 1202; junior standing

Required textbook:

Course Structure
A combination of lectures, visiting speaker, reading assignments, written assignments, in-class case studies and exams will be used to achieve the objectives of this course.

Grading
1. Exams & Tests: Graded remote test 10%  
   Midterm exam 20%  
   Final exam 30%  
   2. Homework Assignments (best 5 of 8) 30%  
   3. Guest speaker: attendance & assignment 10%  
100%  
Grade Distribution
A: 90-100  
B: 80-89  
C: 70-79  
D: 60-69  
F: lower than 60
1. **Exams (midterm 20%; final 30%) & Tests (graded remote test 10%)**

   All exams are closed-book and must be taken on the assigned dates during the semester. The exams will be based on material from lectures, class discussions, and text references assigned on the course schedule and during class.

   There will be no make-up exams. If you have to miss an exam, you must have a verifiable university excused absence (e.g. a medical emergency or a university athletic event).

   Instead of attending class on Sept.17, students will complete a test via Moodle from remote locations. (i.e. You can be wherever you like; you do not have to be in the classroom.) The graded remote test will be posted on Moodle at 6:30 pm. Each student will complete the test individually and submit his/her test via Moodle within the time specified. Students may use readings and class notes to assist in answering questions on this test. Students may not collaborate to answer questions on this test. There is no make-up for this test.

2. **Homework (5 x 6% = 30%)**

   1) All assignments are due by the beginning of class, i.e. 6:30 pm on the due date.
   2) Late assignments will not be accepted.
   3) **All assignments are to be submitted via Moodle.**
   4) There are 8 homework assignments. Your best 5 grades will be counted.
   5) You may drop or ignore up to 3 assignments. Use your freedom to drop assignments as a way of dealing with illness, injury, necessary travel and attendant delays, death in the family, fire or other calamity in your residence, dogs eating homework, malfunctioning or stolen cars, malfunctioning computer, printer, USB, or memory. Dropping the first 3 assignments with plans to do the last 5 is a risky strategy.
   6) If you turn in all 8 assignments satisfactorily, you will receive an **extra 1%** on your final grade for the course.
   7) Subject matter from all 8 assignments may be included in exam questions.
   8) Printed assignments should be double-spaced, in 12-point type, and in WORD format.
   9) The maximum length of ALL assignments is 150 words. Include your word count on all assignments. Failure to include **accurate** word count will be penalized.
   10) All assignments are to be presented as formal executive memos, using the format specified below.


<table>
<thead>
<tr>
<th>Executive memo format:</th>
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<tbody>
<tr>
<td>MEMO TO: (me)</td>
</tr>
<tr>
<td>FROM: (student name)</td>
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<tr>
<td>DATE: (due date)</td>
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<tr>
<td>SUBJECT: (one line only; it must be specific to YOUR topic)</td>
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<td>WORD COUNT: (number does not include memo format wording)</td>
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   Your work will be graded not only on your appropriate addressing of the assignment questions, but also on your professional presentation. Make a point of proofreading your memo for typos, spelling errors, misused words, etc. Include references where relevant.

   Memo format wording and references do not count as part of your 150 words.

   If this sort of writing is unfamiliar or challenging for you, please visit the Writing Resource Center (WRC) in Fretwell or Atkins library for free and professional assistance. Extra credit will be awarded on presentation of the relevant WRC reports.

   Assignment grades and feedback will be posted on Moodle.
Homework & Assignments

1. **DUE Sep.10: Marketing Ethics**
   Identify an issue involving marketing ethics, which occurred in 2011-2012. What was the nature of the dilemma facing the organization? What happened? What do you think about this?

2. **DUE Sep.24: Subculture**
   A subculture is a group of people within a larger culture, differentiated in distinctive ways from that larger culture. Describe the distinguishing characteristics of a subculture that interests you. Characteristics may include the subculture’s typical values, ideas, attitudes, clothing, music, lifestyle, etc.

3. **DUE Oct.1: Ethnocentrism**
   Describe and discuss an example of ethnocentrism, preferably in your own experience (i.e. this should preferably be an experience that you either did yourself, or observed personally).

4. **DUE Oct.15: Marketing of Services**
   Choose ONE of the following assignments:
   EITHER
   The United States Postal Service (USPS) has experienced major financial problems in the last several years. What environmental and marketing challenges add to the USPS troubles?
   OR
   What marketing functions were addressed in relation to the Democratic National Convention (DNC) in Charlotte?

5. **DUE Oct.29: New Product/Service**
   Describe and discuss a product or service that was new to the US (or another country’s) market in 2010-2012.

6. **DUE Nov.5: Pricing Strategies**
   Compare the retail prices of the same item from two different stores. Why do you think these prices are different?

7. **DUE Nov.11 by 12 noon: Walmart**
   **MANDATORY ASSIGNMENT**
   Compose a question relating to marketing that you would like to ask a Walmart executive. Use any background reading available to you via mainstream media. Include your source(s). You may find it useful to read the article (available via Moodle) about our visiting speaker, a current Walmart executive. Submit your question using standard memo format, as used for regular homework assignments.
   The most interesting questions from the class will be submitted to our speaker to address the following evening.

8. **DUE Nov.19: Retailing**
   Go into two different retail stores and compare the following features: lighting, flooring, shelf fixtures, signage, help/service, image, ambiance.

9. **DUE Nov.26: Sales Promotion**
   Choose an example of a sales promotion that you have observed or experienced. Identify the kind of promotion, its objectives, and assess its advantages and disadvantages.
3. **Guest Speaker (5% + 5%)**

- Submit Mandatory Assignment via Moodle by **12 noon on Sunday, Nov. 11. (5%)**

  Attendance is mandatory when a guest speaker visits our class. In order to earn your credit for attending (5%), please be sure to satisfy all the following requirements:

- Arrive on time (i.e. start of class)
- Make sure you sign in
- Leave on time (i.e. end of class)
- No wandering in and out of class
- No NO SCREENS (no computers, tablets, phones, etc.)

3. **Extra Credit (max. 4% participation + max. 6% writing)**

  **Class Participation**

  Points are designed to encourage students to demonstrate active interest in the subject. Practice critical thinking and creativity. Treat peers with respect.

  - **CLASSROOM DISCUSSIONS -** Participate enthusiastically and constructively.
  - **ATTENDANCE** in regular classes is not mandatory. Exam material comes principally from lectures, class discussions, and assigned readings.
  - **Use of CELL/SMART PHONES** in class is distracting and discourteous. You will be asked to leave the room, and your participation may be penalized.
  - **BONUS POINTS** are available for worthwhile contributions made in class. Points are awarded at the sole discretion of the instructor, who retains the right to cancel or amend points for any reason. (Reasons may include poor attendance, academic misconduct, contraventions of Classroom Etiquette, etc.) Clarifying questions do not count as contributions to class participation.
  - If a student is awarded a bonus point in class, it is his/her responsibility to confirm this award before midnight on the day of the award. Confirmation must be made via email to the instructor (tcohen3@uncc.edu), clearly stating the purpose (i.e. “Bonus Point Confirmation”) in the email’s subject line. In the body of the email, the student should briefly state the reason for receiving the bonus point. Bonus confirmation emails will be acknowledged within 24 hours. Failure to use the confirmation procedure will result in forfeiture of the bonus point.

  - **OBSERVE Classroom Etiquette:**
    - No cell phone calls or texting
    - No computers other than for taking notes
    - No refreshments
    - Arrive on time (i.e. start of class)
    - Leave on time (i.e. end of class)
    - No wandering in and out of class (This is not a drop-in event.)
    - We will take a break part way through each evening’s class. Please use that time for calls of nature, phone calls, etc.
    - If you plan to use a computer for taking notes in class, please sit at the back or the sides of the room.

  **Writing**

  Points are intended to encourage improvement in professional writing skills. The Writing Resources Center (WRC) is a free resource on campus, offering one-to-one tutoring to UNCC students, faculty and staff. Effective and professional writing is essential for all business students, and especially in the field of marketing. If you can’t market yourself properly, how can you be entrusted with marketing a brand? Tutors help with essential skills like grammar, proofreading, editing, and avoiding plagiarism.

  You may take any MKTG 3110-090 homework assignments to the WRC for tutoring assistance. Ask your tutor to email you the standard 1-page report. Forward that report to me within a week of the assignment’s due date to receive extra credit for that assignment. You may receive credit from two assignments. Each credit is worth 50% of your grade for that assignment.
## SCHEDULE - Marketing Concepts MKTG 3110-090 Fall 2012

<table>
<thead>
<tr>
<th>Class</th>
<th>Date</th>
<th>Topic</th>
<th>Text book reading</th>
<th>Homework</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug.20</td>
<td>Introduction. What is Marketing?</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Consumer needs; customer relationships</td>
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<td>2</td>
<td>Aug.27</td>
<td>Marketing &amp; Strategy</td>
<td>ch.1 &amp; 2</td>
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<td>3</td>
<td>Sep.10</td>
<td>Marketing Environment</td>
<td>ch. 3</td>
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<td>Social Responsibility &amp; Ethics in Marketing</td>
<td>ch.16</td>
<td>#1 Ethics</td>
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<td>4</td>
<td>Sep.17</td>
<td>no class meeting – graded remote test</td>
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<td>5</td>
<td>Sep.24</td>
<td>Consumer Behavior</td>
<td>ch.5</td>
<td>#2 Subculture</td>
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<td>Marketing Research</td>
<td>ch.4</td>
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<td>6</td>
<td>Oct.1</td>
<td>Marketing in the big wide world</td>
<td>ch.15</td>
<td>#3 Ethnocentrism</td>
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<td>Market Segmentation</td>
<td>ch.6</td>
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<td>7</td>
<td>Oct.15</td>
<td>Services</td>
<td>ch.7</td>
<td>#4 USPS or DNC</td>
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<td>Interactive Marketing</td>
<td>ch.7</td>
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<td>Exam Review</td>
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<td>8</td>
<td>Oct.22</td>
<td>MIDTERM EXAM</td>
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<td>9</td>
<td>Oct.29</td>
<td>Product</td>
<td>ch.7 &amp; 8</td>
<td>#5 New product/service</td>
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<td>10</td>
<td>Nov.5</td>
<td>Price</td>
<td>ch.9</td>
<td>#6 Different prices</td>
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<td>11</td>
<td>Nov.12</td>
<td>GUEST SPEAKER: Scott Huff, Walmart B2B</td>
<td>ch.5</td>
<td>Mandatory assignment</td>
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<td>12</td>
<td>Nov.19</td>
<td>Place</td>
<td>ch.10 &amp; 11</td>
<td>#7 Retailer comparison</td>
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<td>13</td>
<td>Nov.26</td>
<td>Promotion</td>
<td>ch.12 &amp; 13</td>
<td>#8 Sales promotion</td>
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<td>14</td>
<td>Dec.3</td>
<td>Strategic Marketing</td>
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<td>App. &amp; Case</td>
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<td>Exam Review</td>
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<td>15</td>
<td>Dec.10</td>
<td>FINAL EXAM</td>
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<td>Time: 8:00 – 10:30 pm</td>
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➤ The syllabus is subject to change. Any changes will be announced in class.
UNIVERSITY POLICIES & CLASSROOM EXPECTATIONS

Cell phones & Computers in class:
1. The use of cell phones, beepers, and other communication devices is disruptive, and is therefore prohibited during class.
2. Students may use computers during class for note-taking and other class-related work only.

Students using cell phones or 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 UNCC students have the responsibility to be familiar with and to observe the requirements of The UNCC Code of Student Academic Integrity. Imprint these on your brain. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

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

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.