



Marketing Concepts

MKTG 3110 – FALL 2023

Department of Marketing
UNC Charlotte

The following course calendar is “tentative”. Due to uncertainties that cannot be predicted (ie, the pace at which students are grasping the material), I reserve the right to make changes to the syllabus as I feel necessary. It is your responsibility to keep abreast of announcements posted on Canvas in this regard.

Instructor

Dr. Lisa L. Rolan
Clinical Assistant Professor of Marketing
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Office Location/Phone

FRI 210
Tel # 704-687-7710

Lecture Time/Location

091 – Synchronous Online
Monday 5:30 pm t to 8:15 pm

Office Hours

By appointment or
T 1:00 pm to 4:00 pm

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.

Overview of the Course

Marketing Concepts is a three-credit hour course designed to introduce the five marketing concepts that a business can use to help market its goods and services. Marketing concepts are driven by a clear objective considering cost efficiency, social responsibilities, and effectiveness within a market.

Marketing is about the exchange process 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.

Learning Outcomes

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

To accomplish these objectives, this course focuses on several primary and secondary goals. The primary goals of this course include the following:

- Understanding and responding to the changing needs of diverse, global customers.
- Thinking critically and acting analytically.
- Thinking and acting ethically with 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.

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

To accomplish these objectives, students will need to develop a comprehensive understanding of marketing terminology, concepts, systems, decision processes, and marketing environments. In addition, students will need to apply and demonstrate their knowledge of the marketing planning process from an ethical perspective using problem-solving skills.

Course Prerequisites

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

Textbook, Course Pack, & Calculator

There is a textbook as well as an online course pack. There are as follows:

Required

- *Marketing: Because Everyone is a Marketer (3rd^h Edition)* by Hunt, Mello, and Deitz
- **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 should be part of the First Day program)**

Course Delivery and Structure

This is an online class. All classes will be held on Mondays via Zoom. Attendance will be taken, and your cameras will need to be on to get credit for attendance.

In this course, the emphasis will be on experiential and active learning. I will lead and facilitate discussions and learning through reflection and real-world experiences in which the students will interact and critically evaluate the material presented and become actively involved in participating and discussing the topics being taught.

If, at any point during the class, you have any problem that prevents you from getting the most out of this course, you are encouraged to meet with me and discuss the issue immediately. If that is not possible, please e-mail me directly. Do not be bashful about discussing any problem related to this course with me. I will be delighted to listen to and respond to any viewpoint or comment. You are

also encouraged to build relationships with your classmates. Their backgrounds and experiences are tremendous resources that can only enhance your educational experience.

Class Format

This class is a face-to-face class. There may be occasion when classes may have to meet online but this is the exception not the norm.

Course Deliverables

In this course, you will take an active and experiential approach to marketing products and services. Students will learn about the exchange process in marketing, including exchanging 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). Students will develop marketing decision-making skills through course lectures, discussions and exercises, readings, videos, and exams. The course deliverables include:

- Work individually and in teams to develop a product, a market presentation, a jingle, and an elevator pitch.
- Word individual to develop your marketing plan.
- Apply a framework through simulations of different concepts through Connect.

Course Components

There will be some reading, research needs, assignments, and homework assignments each week. The course contains a Group Assignment and Presentation, Individual Marketing Planning, Connect Assignments, Exams, In-Class Discussions, and an Optional Final Exam. See the course schedule and grading sections below for more information.

You must set a regular time to work on class materials individually and as a team, not allow yourself to fall behind, not miss any graded assignments, take advantage of extra credit (if offered), and study and practice the course materials. If you feel that your understanding of a topic could be more robust, you should contact me as soon as possible to seek extra help or advice, or else you might fall too far behind to catch up.

Grading

• Test	30%
• In-Class Discussion/Assignments/Attendance **	10%
• Group Project – Marketing Plan and Presentation	40%
• Connect Assignments	20%
Total	100%

**Students are evaluated on participation and discussion through active engagement during discussion periods, thoughtful and reflective responses to their peers, and evidence of at-home preparation for classroom discussions

Final Exam – 100 points (optional – will replace your lowest grade)

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

Marketing Plan and Presentation

There will be groups of three or four students. Each group will develop a new product or enhance or modify an existing product. The group will have to complete a 10-minute presentation, an elevator pitch, a jingle, and a commercial. You can use the individual exercises to assist with the development of the group marketing planning. The marketing report will be completed in a Google doc, tracking each student's contribution to the assignment. The percentage and tracking of each student's input into the project will be used as part of your overall grade, and your grade will be adjusted accordingly. **Mandatory attendance is required of all students for the presentations. Failure to attend these sessions will result in you losing 20 points off the presentation component of the assignment for each class period you do not attend.**

Class Participation

Each student will be given a class participation score at the end of the semester. This score is based on your class participation, discussion, and attendance. Please note this will be given at the semester's end, accounting for 10% of your grade. It is solely your responsibility to obtain class material if you are absent. Attendance is taken at every class. You will earn full credit for participation if you actively participate in class.

Attendance

It is solely your responsibility to obtain class material if you are absent. Attendance is taken at every class. You will earn full credit for attendance if you have your cameras on and actively participate in class. If you do not have your cameras on, you will only get 50% of the attendance grade for that day.

Test

There will be three test in this class. Test are administered online and occur at various points throughout the semester. The last test is on the last day of the semester and YOU HAVE to TAKE IT!!!

Final Exam

There is an optional final exam that is cumulative and short answer that can be taken and will replace the lowest test score. This optional final exam cannot replace any other assignments. That exam date will be determined based on the University's schedule.

Connect Assignments

This class participates in the First Day program, where the Connect Assignment access is part of your tuition. Multiple assignments are due throughout the semester. Each of these Connect assignments will be due in conjunction with the topic that we are discussing. These assignments are not meant to hurt the student but to enhance learning. You will be given unlimited opportunity to make the score you feel is acceptable for your effort.

Late Work, Extra Credit, Retakes, & Contesting Grades

You should complete your work on time as a sign of professionalism and respect. However, your instructor has the discretion to accept late work or extend due dates as appropriate. It would be best to plan to complete work as soon as it is available and avoid risking closer to the deadline and missing the assignment because something happens. I do not allow retakes. I will post grades on

Canvas. If you think there is a grading error, you have one week to contest the grade; otherwise, the grade stands. Late work, if accepted, will be deducted based on the following schedule:

- 5% reduction if turned in within one week from the original due date
- 10% reduction if turned in after one week but within two weeks from the original due date
- 50% reduction if turned in after two weeks but less than three weeks from the original due date
- A zero will be assigned if an assignment is turned in more than three weeks from the original due date.

In the past, I have allowed students to turn in late work, only to be grading and regrading assignments constantly. Because of the workload and the number of assignments, late work will receive a deduction based on the above schedule.

Communication Policy

An email address is required for this course. Course announcements will be distributed on Canvas via Assignment/Announcements or the email address listed with Registration and Records. The student's responsibility is to ensure their correct email address is listed and that they know how to receive notifications of assignments posted on Canvas. My response time is within 24 hours from receipt, except on Fridays, weekends, holidays, and after 7 p.m. on weekdays. If you email me on Friday, over the weekend, on holidays, or after 7 p.m., please do not expect an immediate reply. If you have not received my response within 48 hours, something went wrong. Please email me again. **Please ensure you state which class and section you are in in your email.**

Laptop and Webcam Requirements

All students taking business courses, including all students in this class, must have their personal laptop computer with a working webcam and microphone.

- **It is each student's responsibility** to have a working laptop that meets the minimum requirements per the Belk College Laptop Policy, has the required course software installed, and is ready for classroom usage.
- It is each student's responsibility to have their laptop charged and ready for usage before class time. Students should expect that device charging may **not** be possible during class time. Therefore, battery life should be sufficient for an entire class period.

Academic Integrity

All students are required to read and abide by the Code of Student Academic Integrity. The work that you submit for grading must be your own work. 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 outlined in the Code. The Code is available from the Dean of Students Office or online at <https://legal.uncc.edu/policies/up-407>. Students found violating either Code may be subject to failure of the assignment, exam, and/or course.

Attendance and Tardiness

Students are expected to attend every class and remain in class for the entire session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, affecting your course grade. An excused or unexcused absence 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 losing 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. 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 instructor determines the final decision to approve absences and missed work or make-up work.

Online Etiquette

Over the years, online students have made various excuses/explanations as to why they couldn't attend class online or have their cameras on during class. The following is expected when class is online: 1. Video on washed, wall, or themed backgrounds. Not using your video indicates that you are not present in the class. 2. Dress for your desired job – don't wear your pajamas to class. Therefore, clothing is NOT optional, meaning we can still see you even though you are home alone. 3. Stage your video area. People are seeing you, your surroundings, and those that might pop in and out of your screen. 4. Do your own tech support before class starts. 5. Stay on mute unless you are speaking. 6. Do not do private things while in a meeting. 7. Use the chat with everyone for things related to the class discussion. 8. When your camera is on, do not get up and move and cook. If you have to leave from in front of the camera, please shut your camera off.

Suggestions for Success

For most students, this will not be a "difficult" course. However, some students will probably do well in academic classes where information is essential and will be surprised at the relative difficulty of this course, where manual skills and visualization are most important. So do not think that if you are a "B" student, you will probably get a "B" in this course. You might get an "A" with relative ease . . . or a "C" with difficulty and still be (and correctly so) a "B student" in your information-heavy, mainly lecture-type courses. The courses that follow this will be significantly different.

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. The student will be permanently removed from the course in particularly egregious cases.

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.

Canvas

UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS simplifies 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. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or itservices.uncc.edu.

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 the diversity that includes but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socioeconomic status.

My intent and goal are to create a safe environment that fosters honest and open dialogue through the strength of the diversity that students bring to this class. I also intend that all students’ views and opinions will be viewed as a resource, strength, and benefit to this class; as a result, students are expected to contribute to creating a welcoming, respectful, and inclusive environment. Therefore, classroom discussions should always be conducted in a way that shows respect, honor, and dignity to all class members. Materials presented and activities done in the class will respect diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Should there be a disagreement between students, everyone must demonstrate an understanding of how others’ views may differ from their own. It should be pursued without aggression and personal attack but handled with care and grace, allowing for a more profound learning experience and intellectual engagement for everyone if there are ways for me to improve the effectiveness of the course for you individually or for other students or student groups.

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, real 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 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 accommodations before recording. Any distribution of such recordings is prohibited.

Copyright Ownership of Material

My lectures and course materials, including discussions, presentations, tests, exams, outlines, and similar materials, are protected by copyright. For any material created and presented, I am the exclusive owner of the copyright of those materials. I have obtained consent and give credit to the material I have used in my course. You are encouraged to take notes and make copies of materials for your educational use. However, you may not knowingly allow others to publicly reproduce or distribute lecture notes and course materials 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, display, or help others publicly distribute or display copies or modified copies of an instructor's course materials may violate University Policy 406, The Code of Student Responsibility. Similarly, you own the copyright in your original papers and exam essays. If I am interested in posting your answers or documents on the course website, I will request your written permission.

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] to detect plagiarism. All submitted papers will be included as source documents in the SimCheck [or another plagiarism detection service] reference database solely to detect plagiarism of such documents. 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 authorization, the instructor may:

- Require a short reflection paper on research methodology.
- Require a draft bibliography before submission of the final paper.
- Require each reference source's cover page and first cited page to be photocopied and submitted with the final paper.

Classroom Culture

I want our classroom to be where we deeply listen to each other and respect the feelings, experiences, 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.

At this point in your academic pursuit, 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 mean you must arrive late or leave early, please speak to me. I also commit to being prepared, present, and engaged for our first time together.

Professional Behavior

Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. We expect you to conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alums, and corporate leaders. You should respectfully listen to and engage with faculty, classmates, and guest speakers in class without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade and potentially being asked to leave class.

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.
- 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 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.

Accommodation for Students with Disabilities

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.

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 the Small Business Center Director at South Piedmont Community College for the past six years. After spending 20 years in finance and business start, I decided to pursue my dream of educating others. I am a graduate from UNC Charlotte with my Doctorate in Business Administration. 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 two granddaughters, a grandson and another grandson on the way!

MKTG 3110: MARKETING CONCEPT

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DATE		TOPIC	TEXT
M	8.21	Introduction, Classroom Expectations, Syllabus, Connect, Group Projects <i>Why Marketing Matters?</i>	Ch 1
M	8.28	Customer Relationship Management Unique Value Proposition Strategic Planning <i>Assignment: Connect Mini-Simulation: Planning and the Marketing Mix</i>	Ch 15 Ch 2
M	9.4	NO CLASS – HOLIDAY	
M	9.11	Scanning the Market Environment Social Responsibility and Sustainability Consumer Behavior <i>Assignment: Connect Mini-Simulation: Marketing Environment: Waves Speakers; Marketing Ethics and Social Responsibility: Bohrd's Boards; Consumer Behavior: Choosing a Nursing Program</i> <i>DUE: Connect Mini Simulation: Planning Marketing Mix</i> <i>Unique Value Proposition Due</i>	Ch 16 Ch 4
M	9.18	TEST #1 (ONLINE)	
M	9.25	The Global Environment Market Research Segmentation Targeting and Positioning Perceptual Map <i>Assignment: Connect Mini-Simulation: Buyer Behavior; Global Marketing: Take and Bake Foods; and Marketing Research: Swift and Snug Furniture; Segmentation, Targeting, and Positioning: Burger Bistro</i> <i>DUE: Connect Mini Simulation: The Marketing Environment: Waves Speakers; Marketing Ethics and Social Responsibility: Bohrd's Boards; Consumer Behavior: Choosing a Nursing Program</i> <i>Jingle Due</i>	Ch 3 Ch 5 Ch 7
M	10.2	Product Development Branding Service Marketing Pricing Supply Chain and Logistics Management <i>Assignment: Connect Mini-Simulation: Product Development; Product, Branding, and Packaging: The Upcycled Dog; Marketing Service Gaps: Evergreen Hotel; Pricing: Hoops and Studs; Supply Chain: Where's the Toilet Paper?; Supply Chain and Channel Management: Snack Attack</i> <i>DUE: Connect Mini-Simulation: Buyer Behavior; Global Marketing: Take and Bake Foods; and Marketing Research: Swift and Snug Furniture; Segmentation, Targeting, and Positioning: Burger Bistro</i> <i>Perceptual Map Due</i>	Ch 6 Ch 14 Ch 16 Ch 11 Ch 10
M	10.9	TEST #2 (ONLINE)	
M	10.16	Retailing	Ch 12

		<p>Integrated Marketing Communications and Direct Marketing Promotional Strategies Digital and Social Media Marketing Personal Selling Pulling It All Together</p> <p><i>Assignment: Connect Mini-Simulation: Integrated Marketing Communication: Soar Travel Agency: Retailing & Ominchannel Marketing: Fit for Life; Digital Marketing: Smithville Recreation Center and Personal Selling: Buddle Health</i></p> <p><i>DUE: Connect Mini-Simulation: Product Development; Product, Branding, and Packaging: The Upcycled Dog; Marketing Service Gaps: Evergreen Hotel; Pricing: Hoops and Studs; Supply Chain: Where's the Toilet Paper?; Supply Chain and Channel Management: Snack Attack</i></p> <p><i>30-second Commercial Due</i> <i>Marketing Plan PowerPoint Due</i></p>	<p>Ch 8 Ch 13 Ch 9</p>
M	10.23	NO CLASS – FALL BREAK (10.23 TO 10.24)	
M	10.30	<p>Guest Presenter</p> <p>Group Presentation – Mandatory Attendance</p> <p><i>DUE: Connect Mini-Simulation: Integrated Marketing Communication: Soar Travel Agency: Retailing & Ominchannel Marketing: Fit for Life; Digital Marketing: Smithville Recreation Center and Personal Selling: Buddle Health</i></p> <p><i>Marketing Plan Due</i></p>	
M	11.6	Group Presentation – Mandatory Attendance	
M	11.13	Group Presentation – Mandatory Attendance	
M	11.20	Group Presentation – Mandatory Attendance	
M	11.27	Group Presentation – Mandatory Attendance	
M	12.4	TEST #3 (ONLINE)	
	TBD	FINAL EXAM – CUMULATIVE (OPTIONAL 12.12 5 pm to 7:30 pm)	