



Marketing Concepts

MKTG 3110 – Fall 2022

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, Adjunct
lrolan@uncc.edu

Office Location/Phone

FRI 290C
Tel # 704-687-7710

Lecture Time/Location

Monday 5:30 pm to 8:15pm
Friday Room 137

Office Hours

By appointment or
M/W 11:00 am to 1:00 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.

Class Format

This class is a face-to-face class. This is NOT an online class nor is it classified as a hybrid class (meaning half face-to-face, half online). There may be occasion when classes may have to meet online.

Overview of the 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.

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

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

In order to accomplish these 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 in relation to 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.

In order 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 (3rdrd 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 Deliverables

In this course, you will take an active and experiential approach to market 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). Through course lectures, discussions and exercises, readings, videos, and exams, students will develop marketing decision-making skills. The course deliverables include:

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

Course Delivery and Structure

This is a face-to-face class. All classes will be held on Monday. There may be the occasion that instead of cancelling class, that class will be held via Zoom. If this is the case, you will be given adequate notice that class will be held online. When classes are held online, they meet at the same time, attendance will be taken, and your cameras will need to be on to get credit for attendance.

Course Components

Each week there will be some reading, research needs, assignments, and homework assignments. The course contains a Group Assignment and Presentation; an 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.

It is crucial that you set a regular time to work on class materials both 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 is weak, you should contact me as soon as possible to seek extra help or advice from me, or else you might fall too far behind to catch up.

Grading

• Exams	20%
• In-Class Discussion/Assignments/Attendance **	10%
• Individual Marketing Planning	25%
• Group Project – Marketing Plan	25%
• 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

Individual Marketing Plan

Throughout the semester you will work on personal marketing plan exercises where you will be asked to apply the concepts you have learned to the product you will market every day of your life: you. After going through each exercise, you have gained not only experience thinking about the various aspects of a marketing plan but also a roadmap for pursuing your professional objectives after graduation. You will then have to complete an individual marketing plan.

Marketing Plan and Presentation

There will be groups of four or five students. Each group will develop a new product or enhance or modify an existing product. The group will have to complete a 15-minute presentation; a jingle; and a commercial. You can use the individual exercises to assist with the development of the group marketing planning. **Mandatory attendance is required of all students for the presentations. Failure to attend these sessions, will result in you losing 20 points for each class period you do not attend.**

Attendance

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

Exams

There are three exams in this class. The first exam is halfway through the session and the other exam is on the last day of the summer session. There is an optional exam that is cumulative and short answer that can be taken and will replace the lower of the two exams. 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. There are multiple assignments that 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 instead to enhance the learning. You will be given unlimited opportunity to make the score that you feel is acceptable for your effort.

Late Work, Extra Credit, Retakes, & Contesting Grades

As a sign of professionalism and respect, you should complete your work on time. 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 not risk waiting 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.

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 that their correct email address is listed and they know how to receive notifications of assignments posted on Canvas. My normal response time is within 24 hours from receipt, except on weekends and holidays. If you have not received a response from me, something went wrong. Please email me again. Please make sure in your email you state which class and section you are in.

Laptop and Webcam Requirements

All students taking business courses, which includes all students in this class, are required to have their own 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 in accordance with 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 prior to class time. Students should expect that charging of devices may **not** be possible during class time. Therefore, battery life should be sufficient to last through 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 set forth 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 in violation of either code may be subject to failure of the assignment, exam, and/or the course.

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, affecting 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. 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.

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 was most important 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. 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.

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. 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 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 before recording. Any distribution of such recordings is prohibited.

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 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 before 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.

Classroom Culture

I want our classroom to be a place where we deeply 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.

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 mean 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.

Professional Behavior

Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. Our expectation is 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.

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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 a granddaughter and another grandbaby on the way!!

MKTG 3110: MARKETING CONCEPT

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DATE		TOPIC	TEXT
M	8/22	Introduction, Classroom Expectations, Syllabus, Connect, Group Projects, Individual Project Why Marketing Matters	Ch 1
M	8/29	Strategic Planning The Global Environment <i>Assignment: Connect Mini Simulation: Planning and the Marketing Mix; Marketing Service Gaps: Evergreen Hotel; and Global Marketing: Take and Bake Foods</i>	Ch 2 Ch 3
M	9/12	Consumer Behavior Market Research <i>Assignment: Connect Mini-Simulation: Buyer Behavior; Consumer Behavior: Choosing a Nursing Program; Market Research; and Marketing Research: Swift and Snug Furniture</i> <i>DUE: Connect Mini Simulation: Planning and the Marketing Mix; Marketing Service Gaps: Evergreen Hotel; and Global Marketing: Take and Bake Foods</i>	Ch 4 Ch 5
M	9/19	Exam 1 (online)	
M	9/26	Product Development Segmentation Targeting and Positioning <i>Assignment: Connect Mini-Simulation: Product Development; Segmentation; Marketing Environment: Waves Speakers; and Segmentation, Targeting, and Positioning: Burger Bistro</i> <i>DUE: Connect Mini-Simulation: Buyer Behavior; Consumer Behavior: Choosing a Nursing Program; Market Research; and Marketing Research: Swift and Snug Furniture</i>	Ch 6 Ch 7
M	10/3	Personal Brand Presentation (Niblock Center Staff) Promotional Strategies <i>Assignment: Connect Mini-Simulation: Advertising and Sales Promotion: MARKit!</i> <i>DUE: Connect Mini-Simulation: Product Development; Segmentation; Marketing Environment: Waves Speakers; and Segmentation, Targeting, and Positioning: Burger Bistro</i>	Ch 8
M	10/10	No Class – Fall Break	
M	10/17	Personal Selling Supply Chain and Logistics Management <i>Assignment: Connect Mini-Simulation: Supply Chain: Where’s the Toilet Paper?; Integrated Marketing Communication: Soar Travel Agency; Personal Selling: Buddle Health; and Supply Chain and Channel Management: Snack Attack</i> <i>DUE: Connect Mini-Simulation: Advertising and Sales Promotion: MARKit!</i>	Ch 9 Ch 10
M	10/24	<i>Group Presentations – Mandatory Attendance</i>	
M	10/31	<i>Group Presentations – Mandatory Attendance</i>	
M	11/7	<i>Group Presentations – Mandatory Attendance</i> <i>DUE: Individual Marketing Plan</i>	
M	11/14	Pricing Retailing	Ch 11 Ch 12

		<i>Assignment: Connect Mini-Simulation: Retail Strategy; Pricing; Retailing & Omnichannel Marketing: Fit Life; and Pricing: Hoops and Studs</i> <i>DUE: Connect Mini-Simulation: Supply Chain: Where's the Toilet Paper?; Integrated Marketing Communication: Soar Travel Agency; Personal Selling: Buddle Health; and Supply Chain and Channel Management: Snack Attack</i>	
M	11/21	Digital and Social Media Marketing Branding <i>Assignment: Digital Marketing: Smithville Recreation Center and Product, Branding, and Packaging: The Upcycled Dog</i> <i>DUE: Connect Mini-Simulation: Retail Strategy; Pricing; Retailing & Omnichannel Marketing: Fit Life; and Pricing: Hoops and Studs</i>	Ch 13 Ch 14
M	11/28	Customer Relationship Management Social Responsibility and Sustainability <i>Assignment: Connect Mini-Simulation: Marketing Ethics and Social Responsibility: Bohrd's Boards</i> <i>DUE: Digital Marketing: Smithville Recreation Center and Product, Branding, and Packaging: The Upcycled Dog</i>	Ch 15 Ch 16
M	12/5	Exam 3 (online) <i>DUE: Connect Mini-Simulation: Marketing Ethics and Social Responsibility: Bohrd's Boards</i>	
	TBD	FINAL EXAM – CUMULATIVE OPTIONAL	