

**Business-to-Business Marketing and Retailing**  
**MKTG 3226-090    Fall 2023    Wednesdays 5:30-8:15pm**

**Instructor:** Ms. Cindy Fox

**Email:** ctfox@uncc.edu

**Classroom:** Friday 123

**Phone:** (704) 687-7676

**Office:** Friday Room 246

**Office Hours:** TR 11:00-12noon, and 4:30-5:00pm on Wednesdays or email me. Email is my preferred communication, I will respond to emails on weekdays within 24 hours, on weekends I often check my email but cannot guarantee a response.

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**Course Description:** **MKTG 3226=Business to Business Marketing and Retailing (3).** An overview of skills and knowledge involved in selling for the B2B environment. Negotiations skills built using the Harvard Negotiation process. Exploration of the evolving nature of retailing.

**Prerequisites:** The following must be met:

- Marketing 3110 (Marketing Concepts) with a grade of “C” or better

**Texts:** *Suggested= 1.) Selling: Building Partnerships 9<sup>th</sup> Edition, by Castleberry/Tanner; McGraw-Hill=edited Older versions of the book can work in this class*

*Required=2.) Getting to Yes: Negotiating Agreement without Giving In, Ury and Fisher*

*On Canvas = 3.) Retail/Omni-Channel and Logistics-Resources will be on Canvas*

**Course Objectives:** To:

- Understand the importance of B2B Marketing
- Practice how to utilize the SPIN technique, a commonly used sales technique
- Reinforce basic marketing principles
- Explore the evolution of retail in today’s marketplace
- Create and Present a written viable Retail plan
- Understand the growing importance of logistics and why Charlotte’s location is key
- Discuss sustainability and ethical issues pertaining to B2B and Retail Marketing
- Be able to implement the basics of the Harvard Negotiation techniques

This course covers basic skills that will be useful in the most common entry level marketing jobs our students take. The course also reinforces principles useful in our capstone marketing class. My goal is for YOU to be successful in your career, starting off with a firm grasp of basic marketing principles, practice in the most common sales technique and knowledge of basic negotiation skills will all help achieve that. An understanding of logistics will serve you well in Charlotte and keeping up with changing retail trends will help you in almost all marketing fields.

**Course Methodology:** Class material will come from Canvas, class discussions, guest speakers, video’s introduced in class, etc. It is the student’s responsibility to take notes and ask questions if necessary. Any updates to the syllabus will be reflected on Canvas; it is the student’s responsibility to check Canvas regularly. If you must miss class in either format, review the Class Summary to find what information was covered in class. Students are expected to take notes, information given in class in any format is reflected on tests and graded material. Students who are distracted by electronic devices and not paying attention in class either in person or online will NOT be given answers to questions just asked and answered.

**In-Class Exercises/**

**Participation/Attendance:** This grade is a combination of all three of these. Half of your points will be straight attendance, and the other half will be participation. Your participation will be assessed by the quality of your participation, not necessarily the quantity. Those who attend all classes in any format but do not participate should expect a grade of 90. Participation will be measured by quality contributions or questions. If we are on Zoom, Participation online will be assessed using the Chat, you must add to the Chat to be counted as present. Missing more than one class will result in -4 pts. for each class. Using your smart phone or being on your laptop for any other reason than taking notes or researching topics in your groups will result in a reduction of points. Not respecting our guest speakers will result in a reduction in points.

**Tests:** Tests are based on the information from that Module on Canvas, for example, Information for Test #1. You have the option of taking a cumulative objective only exam during the Final Exam period that will replace a lower test grade.

**Sales Presentations:** During the week that the sales presentations are scheduled there is no class. You are expected to be there with your team for the time you signed up for or you will miss points. You **MUST** have a partner who is enrolled in this class and you must tape during your assigned time unless there are unusual circumstances.

**Retail Creation Plan:** Information on Canvas.

<b>Grading:</b>	Sales Presentation	10%
	Negotiation Assignment	10%
	Three tests at 18.3% each	55%
	In-Class Exercises/Participation/Attendance	5%
	Team Retail Creation	20%

All explanations of assignments are on Canvas; please look for any updates of the syllabus on Canvas also.

All written work **MUST** be submitted to Canvas, do not email me your assignments. Good grammar is an essential element of all assignments; being able to communicate effectively is the basis for selling and negotiating. Peer team evaluations for the retail creation plan could impact your grade.

**ACADEMIC INTEGRITY**

The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of *The UNC Charlotte Code of Student Academic Integrity*. 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 UNC Charlotte. 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. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

**NOTE:** Your peer evaluation must be a fair representation of each member's contribution. It is a violation of academic integrity to decide among the group, or members of the group, as to point allocations. Base your individual evaluation on the contribution of each group member as fairly as possible.

## STATEMENT of INCLUSION

**STATEMENT of INCLUSION:** 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. This course affirms people of all gender expressions and gender identities. If you prefer 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.

**DISABILITY STATEMENT:** 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.

## Class Policies

**MASK POLICY:** It is the policy of UNC Charlotte for the Fall 2021 semester that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings while in buildings including in classrooms and labs. Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the Code of Student Responsibility.

- 1. Discussion is essential to learning.** However, I expect students to express their ideas responsibly and will manage the discussions if necessary so that ideas and argument can be inclusive and orderly. You should expect that if your conduct during class seriously disrupts the atmosphere of mutual respect you will not be permitted to participate further.  
All students are required to abide by the UNC Charlotte Sexual Harassment Policy (<http://www.legal.uncc.edu/policies/ps-61.html>)
- 2.** The use of cell phones, beepers, or other communication devices is **disruptive**, and is therefore prohibited during presentations and lectures unless you are taking notes or asked to search for information.
- 3. Being a Professional:** You will soon be graduating, and need to start thinking and acting more like a Professional. This includes email communication, interacting with companies and guest speakers, communicating with other professionals in the college and your classmates, focusing on the information given in class and continuing to take advantage of your Canvas resources. Most of your instruction in a professional work situation will be orally. All instructions DO NOT need to be written and communicated in Canvas. You must focus while in the classroom.
- 4. Weather:** There may be weather conditions that cancel class, but if there is a written assignment due that week, you must submit it online. Also review your notes and assignments so you will keep current!

<b>TENTATIVE COURSE OUTLINE</b>		
<b>MKTG 3226</b>		<b>Fall 2023</b>

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
8/23	Introduction Ethics in B2B and Retail Uniqueness of B2B	Units 1, 2, 3 ( <b>Module for Test #1 on Canvas</b> )
8/30	Communications Lead Generation	Units 4, 5
9/6	Preparing for the visit, Presentation SPIN TECHNIQUE FOCUS	Units 6. 7
9/13 ZOOM	Objections Commitment, Follow-Up	Unit 8 Unit 9, 10
9/20	<i>Test #1 Sales, Check in on Presentations</i>	
9/27	<i>B2B Sales Presentations</i>	
10/4	<b>(The Negotiation Materials are on Canvas under the heading Test Materials for Test #2)</b> <i>Getting to Yes, (paperback)</i> Negotiations-Do not Bargain Over Positions, <i>Getting to Yes</i> Negotiations-Separate People from the Problem- <i>Case Study: Used Car</i> Negotiations-Focus on Interests, Not Positions; Invent Options for Mutual Gain Negotiations-Insist on Using Objective Criteria; BATNA  Domestic Negotiation	
10/11	Salary Negotiations; Global Negotiations/Exercise	
10/18	<i>Test #2--Negotiations</i>	
	<b>(The Retail and Logistics Materials are on Canvas under the heading Test Materials for Test #3)</b>	
10/25	Omni-Channel Introduction/Project Introduction-Teams for Project	
11/1	Guest Speaker or possible Field Trip	
11/8	<i>Simply Analytics Training, Angel Truesdale, Business Librarian</i> <i>Area 49, Vis Lab Training</i>	
11/15	Logistics, Omni-Channel Continued	
11/29	<i>Test #3-Omni-Channel and Logistics</i>	
12/6	<i>Retail Creation Presentations</i>	

*Optional Comprehensive Objective Exam to replace a lower test grade during either exam time.*