

MARKETING FROM A MANAGEMENT PERSPECTIVE

MSMG 6160 U01
SPRING 2021

SUNIL EREVELLES, PhD

- CLASS HOURS:** Tuesdays, 9:30 am – 12:15 pm
- CLASSROOM:** Fully online synchronous course on the Zoom platform
- OFFICE:** Friday Building 229
- E-MAIL:** sunil.erevelles@uncc.edu
- PHONE:** Mobile number: (704) 756-6055
Office number: (704) 687-7681
- OFFICE HOURS:** By Appointment ANYTIME, 7 days a week
- READINGS:** Please see Canvas
- OTHER READING:**
1. **The Caterpillar's Edge: Evolve, Evolve Again, and Thrive in Business** by Sid Mohasseb (Optional reading for bonus question on exam)
 2. At least one current business periodical (e.g., The Wall Street Journal, Bloomberg BusinessWeek, Fortune, Fast Company - Required)
 3. Lecture Guide (Required). Please download from Canvas before each class session.
- A/V REQUIREMENTS:** As this is a fully online course on the Zoom platform, you are required to have a computer with **WORKING CAMERA AND AUDIO CAPABILITIES** for graduate-level class discussion, testing, course assignments, earning bonus points and interactions with class group members. This requirement is essential for an effective course for everyone in the class, and to make an online course as similar as possible to a face-to-face course. The camera needs to be kept on throughout the class session. If you do not have these computing capabilities, please contact the professor immediately.

**MSMG 6160-U01: MARKETING FROM A MANAGEMENT PERSPECTIVE
SPRING 2021: TENTATIVE SCHEDULE**

DATE	TOPIC	ASSIGNMENT
January 26	Introduction and Overview	Reading 1
February 2	The Market-Driven Organization, Marketing in 2021	Reading 2
February 9	University Spring Recess – No Class	
February 16	The Consumer: Consumer Equity 1 Mini Case 1 (Market Segmentation)	Reading 3
February 23	The Consumer: Consumer Equity 2 Product-Offering Strategy 1	Reading 4
March 2	Product-Offering Strategy 2	Reading 5
March 9	Innovation Strategy Mini Case 2 (Global Marketing)	Reading 6
March 16	Branding and Brand Positioning	Reading 7
March 23	Midterm Examination Integrated Marketing Communications 1	Reading 8
March 30	Integrated Marketing Communications 2	Reading 9
April 6	Consumer Behavior and Behavior Modification (Power) Mini Case 3	Reading 10
April 13	Pricing Strategy	Reading 11
April 20	The Blockchain Game-Change	Reading 12
April 27	Distribution Strategy Term paper due via Canvas and email	Reading 13
May 4	The Reality of Strategy, Conclusion	Reading 14
May 11, 8 am	Final Examination	University Schedule

MARKETING FROM A MANAGEMENT PERSPECTIVE

This overview is designed to present specific information about "Marketing from a Management Perspective". It explains how the course will be conducted, methods of evaluation and assigned readings and cases. Please review it carefully to prepare yourself for successful completion of the course.

PURPOSE:

The purpose of this course is to aid you in understanding the relationships that exist in a market-based economic system. You should benefit from such a program of study whether or not you plan to work in marketing, or for that matter, whether or not you plan to enter a business organization upon graduation. The course should provide you with an organized framework of concepts and terms which facilitate the understanding of the process of exchange from the perspective of a citizen, as well as from the perspective of a decision maker of marketing activities in an organization.

OBJECTIVES:

1. To analyze critically the marketing process, the environment within which it operates, the institutions involved and the functions that are performed.
2. To present an analysis of marketing trends and how they apply to present and future innovations.
3. To incorporate the social and global aspects of marketing thought throughout the course.
4. To provide a foundation for those students who plan to do advanced work in marketing, innovation and related disciplines.
5. To enable students to understand how basic marketing ideas are applicable to other than business institutions, and to personal career and consumption patterns.
6. To create a dynamic and relevant future-oriented learning experience

READING ASSIGNMENTS:

A list of reading assignments is presented beside the topic for each class session. Beside each date are the readings to be read AFTER that class meeting. In most cases, the purpose of the readings is supplement class discussion. It is expected that students will be prepared to answer questions on the readings or cases when called upon in the next session. Students are also expected to be well read on current marketing and business issues from current periodicals (Bloomberg BusinessWeek, Fortune, Wall Street Journal, etc.).

CLASS FORMAT:

The class will be conducted in a lecture – discussion - case format. Very little lecture time will be devoted to topics that the average student can readily comprehend on the basis of self-study or from the readings. Instead class discussion will focus on those areas

where comprehension and insight is substantially enhanced by additional elaboration, illustration or futuristic thinking.

EXAMINATION PROCEDURES:

Two examinations will be given during the semester. The format of the exams will be discussed during class sessions. Class materials, readings, assigned cases, and current issues will be covered on these examinations.

To ensure fairness on the examinations, students are not permitted to record any part of the lecture or discussion, unless special circumstances are involved. In such cases, written permission from the professor is needed. Examinations and assignments are scheduled well in advance and students are expected to arrange their personal schedules so as to be present. Any make-up examinations will normally be of the essay format. Make-up examinations will normally take at least two weeks to be graded.

THE TERM PAPER:

The details of the term paper will be discussed in class and described in detail on Canvas. In addition to what will be discussed in class, please observe the following general guidelines when writing your term paper.

1. Do not use any cover or cover page.
2. Be sure that the first page has an appropriate title for the paper, and is clearly marked with your name and student ID numbers.
3. Late papers will not be accepted. The due date has been established on the first day of class, thereby leaving no doubts about when the paper should be turned in.
4. Papers that are particularly well written, insightful and organized will receive bonus points.
5. Papers that have grammar or spelling errors will receive lower evaluations. **ONE POINT IS TAKEN OFF FOR EACH SPELLING OR GRAMMAR ERROR** (even if it is the same error repeated), up to a maximum of 50 points per error. Please proofread your paper carefully, or have a friend proofread it to avoid losing points for spelling mistakes.

ATTENDANCE:

I realize that many students work full-time, and have busy schedules. However, this is not an excuse for poor attendance, as you have made a time commitment when you signed up for this class. Any student who misses more than two scheduled sessions of class time will automatically fail the class, unless truly exceptional circumstances are involved. In such cases, the student is required to seek prior approval from the professor before missing a class. In extreme situations, where this is not possible, the student should contact the professor immediately after missing a scheduled session. The professor may refuse approval for absence for any reason, including your past attendance record and performance in class. Students who miss any part of the class or are late to class will be considered absent.

University Policy Note: Consistent class attendance is a strong predictor of academic success. If you earn an F or U grade, your last date of attendance will be reported. This may require you to pay back any financial aid money received for this course.

GETTING THE MOST FROM THIS COURSE:

Students are the primary reason for the existence of a university. I consider students to be the most important people on campus. Consequently, I strive to achieve excellence in delivering value for the time, money and other resources expended by each student in taking this course. This includes a thorough dissemination of the subject matter, as well as insight to use the concepts discussed in class in your professional and personal lives. If you have any kind of problem that prevents you from getting the most out of this course, you are encouraged to immediately consult with me, and discuss the issue. If that is not possible, please e-mail me immediately. Do not be bashful about discussing any kind of 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 a tremendous resource that can only enhance your own educational experience.

OTHER:

Some subject matters in marketing, such as advertising, publicity, global marketing, or cross-cultural strategy, inherently include “adult-oriented” examples or illustrations. If this concerns you, please discuss your concerns with the professor during the first two weeks of the semester. All efforts will be made to accommodate your concerns.

APPEALS:

If you feel some part of your examination or case was graded unfairly or harshly, or an examination question was unfair or ambiguous, you may appeal it according to the following guidelines:

1. You must indicate specifically and IN WRITING the reason for your appeal.
2. The entire examination concerned will be re-graded. Your grade can go UP or DOWN.
3. Appeals must be turned in NO LATER than one week after the examination or paper has been made available to you.

BONUS POINTS:

Bonus points, designed to assist students in securing higher grades, can be earned by INSIGHTFUL DISCUSSION in class, doing special assignments or participating in bonus exercises. Bonus points are given at the complete discretion of the professor and are based on his judgment. The professor has the right to cancel the bonus points of any student for any reason. Reasons could include poor attendance, academic misconduct, etc.

Some bonus assignments are available during the semester. These may be short quizzes over materials from recent class sessions. There may also be opportunities to participate in marketing research projects for bonus points. Such assignments are voluntary, and the points assigned are additional to normal examination and cases points.

Primarily however, the professor will award bonus points for insightful class discussion.

The goal here is to create a dynamic classroom environment, where students are encouraged to discuss their ideas, and challenge existing thinking. Usually these bonus points are assigned when the professor believes that a student has added significant insight to the learning process in class through class discussion. It is the student's responsibility to actively participate in class discussion, and attract the professor's attention if they want to earn these bonus points. (This is no different than a normal workplace situation.) As this class is not graded on a "curve," bonus points received by one student do not affect the grades of other students.

- Bonus points have to be reported to the professor by email (sunil.erevelles@uncc.edu) on the same day that they are awarded.
- The subject line on the email should read exactly "**BONUS-SPRING2021-MS**" (no spaces)
- You should briefly state why you received the bonus points, and the number of bonus points awarded.

Failure to follow these three steps will result, **without exception**, in the forfeiture of the bonus points.

GRADING:

The final grade will be determined on the following weights (out of a total of 1000 points):

Examinations (Midterm: 300 points, Final: 350 points)	650 points (65%)
Online assignments, cases and case presentations, assignments, mini- tests	200 points (20%)
Term paper	150 points (15%)

By attending class beyond the first day, students agree to follow the framework and rules related to this course as described above. Please contact the professor by the end of the first week of the semester if you would like to discuss any issue related to this course.

Final grades will be based on the following totals: (totals include bonus points)

920 and above	A (Superior Performance)
800-919	B (Good Performance)
650-799	C (Average Performance)
Below 650	U

ACADEMIC INTEGRITY

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.

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.

STATEMENT ON DISABILITIES AND OTHER ACADEMIC ACCOMODATIONS

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](tel:704-687-0040) or visit their office in Fretwell 230.