

Marketing Concepts
Spring 2021
20366 - MKTG 3110 - 001

Class Day & Time: Tuesday & Thursday 10:00AM – 11:15AM

Classroom: Zoom

Office Hours: Tues & Thurs 9:30 - 10:00am (Only when requested)

Instructor: Shane Fraser

Email: sfraser5@uncc.edu

Course Description:

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

Course Requirements:

Internet connection (DSL, LAN, or cable connection desirable) and ZOOM

Required textbook: Marketing (15th edition) by Kerin and Hartley.

Online Requirement: CONNECTS

Required readings can also be assigned in Canvas

Students are also expected to be reading current articles from business periodicals such as Wall Street Journal, Business Week, Fortune, etc...

Course Objectives:

The objectives for MKTG 3110 address two of the four core objectives as established by The Belk College of Business Administration. These core objectives include:

1. Adaptability to change, globalization, & diversity
2. 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:

1. Understanding and responding to the changing needs of diverse, global customers;
2. Thinking critically and acting analytically;
3. Thinking and acting ethically in relation to marketing decision-making.

Secondary goals for this course include:

1. Taking the initiative to improve organizational practices and seek growth opportunities;
2. Analyzing and understanding global issues from multiple perspectives;
3. 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.

Class Format:

In order to accomplish the course objectives, students need to be responsible for reading and analyzing information provided in the textbook and class lectures. If students have questions about the readings, they can email the professor before class. Class discussions will not necessarily follow from the textbook. Since students can comprehend the information by reading the textbook, class time can be devoted to applications of marketing concepts. Therefore, students will improve their success in the course by reading the textbook and attending class to learn marketing applications.

Course Exams, Assignments, Attendance, Participation:

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

Grading Policy:

Class Participation:	10%
Exam 1	15%
Exam 2	15%
Exam 3	15%
Connect Activities	45%

Final Exam – (optional – will replace your lowest exam grade)
(Cumulative Chapters 1 - 22; Appendix A; Canvas Readings, Class Notes)

Grade Distribution:

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: lower than 60

Guidelines for Success in MKTG 3110:

1. Students should read assigned chapters before class. Class time is used to (1) reinforce essential concepts from the text, (2) provide new information not found in the book, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on exams, papers, exercises, and attendance and participation. You have to

demonstrate your *understanding and application* of the material; this is what determines your overall grade.

2. Students should take notes on the chapter readings before attending class. If you do this, you will have an easier time recording additional notes in class. Taking notes is not writing down every written or spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all the textbook material in class. Students are responsible for all assigned material, whether or not it is discussed in class.

3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please do not arrive late or leave early from class. This behavior will lower your attendance and participation grade. All students should be attending all classes. Attendance will be taken at each class meeting throughout the semester. Any student missing **six or more** classes will automatically fail the course. However, it is understandable that there will be times when a student cannot attend a class due to illness or a family emergency. In these situations, students need to go to the Dean of Students office and request a note be sent to the professor.

4. You are responsible for obtaining notes from a classmate and finding out details regarding assignments on days you are absent.

5. All students are graded fairly and consistently according to the total number of points earned on each assignment.

6. All papers will be typed. Please use **Times New Roman, 12 point font**. Always proofread and edit your assignments before submitting them for a final grade. These papers are graded on content, format, organization, mechanics, grammar and spelling. Utilize the Writing Resources Center on campus to improve your writing skills.

7. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.

- After assignments are taken up at the beginning of class - 5 points
- After class, but by 6:00 pm on the due date - 10 points
- One day late, by class time - 20 points
- Each additional day late, by class time - 20 points per day

8. Please prepare for exams early. Ask questions and participate in class throughout the semester. Examine your understanding of the material by using the Summary of Learning Objectives, Key Terms, Questions for Review, and Glossary sections found at the end of each chapter. Still need help? Form a study group of your classmates and begin studying for the exam at least one week before the exam date.

The format for the exams is true-false and multiple choice. **Late admittance to exams may not be permitted.** Students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* to obtain permission

to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam. Make-up exams may be in multiple-choice and short-answer format.

9. If you miss an exam or assignment, you will receive a “zero” unless you have a **documented, excused absence**. In the case of a University excused absence, you are allowed to complete the work.

10. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

12. 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.

Course Schedule (subject to change):

Week	Date	Topics	Textbook Chapters
1	Jan 21 st	Introduction, Classroom Expectations, Syllabus, Connect	
2	Jan 26 th & 28 th	(1) Creating Customer Relationships and Value through Marketing (2) Developing Successful Organizational and Marketing Strategies <i>Assignment: Connect Marketing Prep Plan: Mission & Objective; SWOT; Identifying Opportunities; the 4Ps; Connect Mini Simulation: Planning Marketing Mix: Connect Mini Simulation: Buyer Behavior and Marketing Metrics</i>	Chapter 1 & 2
3	Feb 2 & 4 th	(3) Scanning the Marketing Environment (4) Ethical and Social Responsibility for Sustainable Marketing <i>DUE 2/7: Connect Marketing Prep Plan: Mission & Objective; SWOT; Identifying Opportunities; the 4Ps; Connect Mini Simulation: Planning Marketing Mix: Connect Marketing Prep Plan: Marketing Metrics and Mini-Simulation: Buyer Behavior and Marketing Metrics</i>	Chapter 3 & 4
4	No class – Spring Recess	No class - Spring Recess	

5	Feb 16 th & 18 th	(5) Understanding Consumer Behavior (6) Understanding Organizations as Customers	Chapter 5 & 6
6	Feb 23 rd & 25 th	Feb 23rd - Exam Chapters 1 – 6 Feb 25 th - Personal Brand Presentation – Guest Speaker <i>Assignment: Connect Mini Simulation: Market Research</i>	
7	March 2 nd & 4 th	(7) Understanding and reaching Global Consumers and Markets (8) Marketing Research: From Customer Insights to Actions <i>DUE 3/7: Connect Mini Simulation: Marketing Research</i>	Chapter 7 & 8
8	March 9 th & 11 th	(9) Market Segmentation, Targeting, and Position (10) Developing New Products and Services <i>Assignment: Connect Mini-Simulation: Product Development and Segmentation</i>	Chapter 9 & 10
9	March 16 th & 18 th	(11) Managing Successful Products, Services, and Brands (12) Service Marketing <i>DUE 3/21: Connect Mini-Simulation: Product Development and Segmentation</i>	Chapter 11 & 12
10	March 23 rd & 25 th	March 23rd - Exam Chapters 7 – 12 (13) Building the Price Foundation <i>Assignment: Connect Mini-Simulation: Pricing</i>	Chapter 13
11	March 30 th & April 1 st	(14) Arriving at the Final Price (15) Managing Marketing Channels and Supply Chains <i>DUE 4/4: Connect Mini-Simulation: Pricing</i> <i>Assignment: Connect Mini-Simulation: Retail Strategy; Supply Chain: Where's the Toilet Paper</i>	Chapter 14 & 15
12	April 6 th & 8 th	(16) Retailing and Wholesaling (17) Integrated Marketing Communications and Direct Marketing <i>DUE 4/11: Connect Mini-Simulation: Retail Strategy; Supply Chain: Where's the Toilet Paper</i> <i>Assignment: Connect Mini-Simulation: Integrated Marketing Communications</i>	Chapter 16 & 17
13	April 13 th & 15 th	(18) Advertising, Sales Promotion, and Public Relations (19) Using Social Media and Mobile Marketing to Connect with Customers	Chapter 18 & 19

		<u>DUE 4/18: Connect Mini-Simulation: Integrated Marketing Communications</u>	
14	April 20 th & 22 nd	(20) Personal Selling and Sales Management (21) Implementing Interactive and Multichannel Marketing <u>Assignment: Connect Mini-Simulation: Personal Selling: Buddle Health</u>	Chapter 20 & 21
15	April 27 th & 29 th	(22) Pulling It All Together: The Strategic Marketing Process <u>DUE 5/2: Connect Mini-Simulation: Personal Selling: Buddle Health</u>	Chapter 22
16	May 4 th & May 6 th Reading Day (No Class)	Exam Chapters 13 – 22 May 6th – Reading Day (No Class)	
17	May 13 th	Final Exam - Cumulative (Optional) 8:00am – 10:30am	

UNC Charlotte Email:

Students should read their UNC Charlotte email on a continuing (at least, daily) basis. Also, business students should remain professional in all communication with the University.

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.

Honor Code:

Students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described at legal.uncc.edu/policies/up-407, and the “Noble Niner UNC Charlotte Honor Code” at studentaffairs.uncc.edu/niner-code. Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

Diversity Statement:

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 prior to recording. Any distribution of such recordings is prohibited.

Academic Integrity:

All students are required to read and abide by the Code of Student Academic Integrity. 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. Students will be asked to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

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] for the detection of plagiarism. All submitted papers will be included as source documents in the SimCheck [or another plagiarism detection service] reference database solely for the purpose of detecting 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 prior to 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.

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 sfraser5@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.

Disability Services:

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.

Professional Behavior:

Throughout your college experience, you will meet many vital stakeholders of UNC Charlotte and the Belk College of Business. We expect 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.

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.

Shane Fraser Bio:

Shane Fraser founded SNA Today in 2011 with the intent to use his social media expertise as a resource for business owners. Shane has a passion for working with businesses, organizations and individuals to bring them up to speed with the fast-paced market of social media. SNA Today has worked with over 350 clients in 13 states.

Shane is a graduate of Houghton College with his B.S. in Business Administration and an MBA graduate of Alfred University.

Shane was recent awards:

Charlotte's Top 30 Under 30 Future Leaders of Charlotte by Elevate Lifestyle
2020 Trailblazer recognized by Business North Carolina