

Marketing Concepts

Sections 005 and 006

Spring 2021

Dr. Bodkin

Instructor Introduction

Instructor Introduction

Welcome to Principles of Marketing (MKTG 3110, Sections 005 and 006) My name is Dr. Charles Bodkin, and I will be your instructor for this fully online, asynchronous course.

Let me introduce myself, I've been teaching at UNC Charlotte for 29 years and I've been teaching the Principles of Marketing course for most of that time. My academic research has focused on consumer behavior and salesperson performance. To learn more about me click on the picture to the left for a short video introduction.

Contact Information

Email: cbodkin@uncc.edu

I can be reached through email. Emails will be returned within 48 hours Monday through Friday.

Due to the number of daily emails I receive it will be helpful if you would write the word "**STUDENT**" in the subject line of the email. Emails with the word "STUDENT" in the subject line of the email come to the top of my inbox.

Office Hours: Virtual office hours available by appointment

I look forward to working with you this semester.

Course Overview

Course Description:

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 Objectives:

The course 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.

Prerequisites for marketing majors and minors:

ACCT 2121, ECON 1202; junior standing.

Required Materials

Marketing (15th edition) by Kerin and Hartley. You might want to purchase access to the ebook along with the access code for Connect.

Access to the Internet

Access to McGraw Hill Connect software for exercises and assessments. You will need to purchase an access code for Connect.

An account with [Management by the Numbers \(MBTN\) \(Links to an external site.\)](#) website for exercises. There is a fee associated with accessing the MBTN website.

Grading and Feedback

Grading Criteria

Summary of assignments with point values

| Course Element | Point Value |
|---------------------------------------|-------------|
| Connect exercises and assessments | 880 points |
| Management by the Numbers (exercises) | 120 points |
| Mid-term exam | 100 points |
| Cumulative final exam | 100 points |
| Total | 1200 points |

Grading Scale

| Name: | Range: |
|-------|---------------------|
| A | 1080 to 1150 points |
| B | 960 to 1079 points |
| C | 840 to 959 points |
| D | 720 to 839 points |
| F | < 720 points |

NOTE:

Start dates are when the module becomes available for students to work on.

Due dates are when students are expected to complete the assignments in the module. Students need to complete all of the module assignments by the due date in order to stay on track for the course. Exercises that are not completed by the due date can still be worked on but 10% of the grade will be deducted for each day (or partial day) it is late. For example, if an assignment is due on Wednesday at 5:00 p.m. and you complete the assignment at 6:00 p.m. you would lose 10% of the grade for that exercise.

Absences: If you cannot participate in the course for an extended period of time please fill out the absence verification form provided by the Dean of Students Office and they will contact me regarding your situation.

<https://sass.uncc.edu/services/absence-verification> (Links to an external site.)

There are different types of assignments.

Connect: The Connect assignments I selected for this semester are part of the McGraw Hill suite of products. The exercises in Connect are self graded and those grades should appear in your Canvas grades after they are completed. The Connect assignments range in point values and are visible on the assignments page. (There is a fee associated with using the Connect exercises) (Total = 73.3%)

Connect exercises: There are a variety of exercises to complete during the semester. Examples include video cases, matching, click and drag exercises, etc. (5 points each)

Chapter tests: Chapter tests can consist of questions from anything covered in the module (e.g., readings, quizzes, Connect assignments, MBTN assignments, videos, etc...). Students are only given *one attempt* at taking the end of module Chapter tests. The Chapter tests consist of 25 questions and students are given *30 minutes to complete the test*. The Chapter tests are open book/open notes. Because these tests are for assessment purposes the answers for these tests will not be posted or provided. (10 points each)

Optional Connect quizzes: The Connect quizzes are optional. Students can take them multiple times. (0 points)

Mid-term exam: The will consist of 100 multiple choice questions covering Chapters 1 to 10. Students will be given 3 hours to complete the exam. This exam can only be taken once therefore please do not start the mid-term exam unless you are sure you will have 3 hours to complete it. (100 points; 8.3% of final grade)

Cumulative Final Exam: The cumulative final exam will consist of 100 multiple choice questions covering Chapters 1 to 22. Students will be given 3 hours to complete the exam. This exam can only be taken once therefore please do not start the mid-term exam unless you are sure you will have 3 hours to complete it. (100 points; 8.3% of final grade)

Management by the Numbers (MBTN) ([Links to an external site.](#)): This website offers application exercises related to concepts that are discussed during this course. There are 12 MBTN modules for students to work on. Students will need to create an account to access the modules (There is a fee associated with this website). Each module is worth 10 points. Students receive the full credit if they reach the "Brand Manager" level. The Brand Manager level is defined as completing 2 of the 4 problem sets with 100% of the questions correct or 80% of all questions correct based on all 4 problem sets. Not achieving the Brand Manager level will result in a reduction in points. For example, achieving the Brand Assistant level will be awarded 7 points and the Mail Clerk level is 0 points. Grades for the MBTN modules do not appear in Canvas immediately when you are done. I need to enter these grades after the close date for the module. For additional information you can download the [MBTN FAQ sheet](#).  (10 points each; total 120 points; 10% of the final grade)

Students also have the opportunity to earn certificates from MBTN for Advertising metrics, Distribution metrics, and Profit Impact metrics. Students need to earn 100% on certain modules to qualify to take the exam to earn the certificate. [To learn more about the certifications please click here.](#)

Communication & Netiquette Guidelines

Communication & Netiquette General Guidelines

It is important in this course that we all work together to develop a collaborative, safe, and friendly environment. One way of doing so is through good communication.

- Maintain a professional and courteous tone in all communications with your peers and with your instructor.
- Don't type in ALL CAPS - it's like you're shouting.
- Be aware of the effect of punctuation like exclamation points. When in doubt, just end your sentence with a period.
- Wait a little while before responding to something that makes you angry. This will give you a chance to cool down before you type something you'll regret later.
- Be careful of using humor and sarcasm in written communication. It can be easy to misunderstand without accompanying facial expressions and body language. Humor and sarcasm can also sometimes be intentionally or unintentionally offensive.
- It's okay to disagree with one another. Disagreement is one way we further our knowledge and understanding, but be sure you express your disagreement in a respectful way. Remember that disagreement is not the same as disrespect.
- Video recordings should use appropriate language: both spoken and body language.
- Separate paragraphs with line breaks.
- Start your emails with a salutation (Hi Jim,) and end with your name.

- Reply to emails and messages in a timely manner.
- Use informative subject-lines (e.g. "Cindy Patel's Introduction" rather than "hi".)
- Write in complete sentences and avoid abbreviations and "text-speak".

Course Policies

Classroom expectations

This syllabus contains the policies and expectations I have established for Principles of Marketing. 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. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

Syllabus Revision

The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be made by announcement in Canvas or by email notice.

Classroom Conduct

I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion. You should expect that if your conduct during class discussions seriously disrupts the atmosphere of mutual respect I expect in this class, you will not be permitted to participate further.

Absenteeism/Participation

Students are expected to participate by working through all of the modules. Failure to login to the Canvas course may impact your ability to achieve course objectives which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class participation (i.e., logging into the Canvas class and working on the course modules) is a student's obligation, as is a responsibility for all the class work. If you stop participating on a regular basis it 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.

The Office of Student Assistance and Support Services (SASS) can provide notification to faculty of emergency situations, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form \(Links to an external site.\)](#) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to pregnancy or parenting (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the Title IX Office to obtain absence verification by completing the form at [http://bit.ly/332eaGd \(Links to an external site.\)](http://bit.ly/332eaGd).

Attendance

The United States Department of Education requires UNC Charlotte's Office of Financial Aid to determine if a student who receives financial aid and fails to earn a passing grade in a course has actually attended and/or completed the course. Because I do not take regular attendance for this course, the date I will report as your last date of attendance will be the latest of the following:

- The date you last participated in an online discussion or activity;
- The date you last submitted an assignment/project/test/tutorial/quiz; or
- The date you last initiated contact with me to ask a question about the course or course content.

If you earn an F or U grade, your last date of attendance will be reported to the United States Department of Education. *This may require you to pay back any financial aid funds received for this course.*

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. Students are expected to submit their own work, either as individuals or contributors to a group assignment. Definitions and examples of plagiarism and other violations are set forth in the Code. The Code is

available from the Dean of Students Office or online at: <http://legal.uncc.edu/policies/up-407> (Links to an external site.) Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

Course Credit Workload

This 3-credit course requires 9 hours of work a week. Class work may include but is not limited to: required reading, library research, written assignments, discussion posts, viewing of course videos, reviewing feedback from the instructor, and completing assessments.

Gender pronoun

This course affirms people of all gender expressions and gender identities. If you refer 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.

Non-Discrimination

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.

Title IX

UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

Please be aware that many UNC Charlotte employees, including all faculty members, are considered Responsible Employees who are required to relay any information or reports of sexual misconduct they receive to the Title IX Coordinator. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident to the Title IX

Coordinator: (1) University Counseling Center (counselingcenter.uncc.edu, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the “Students” tab.

Religious Accommodation

Students who, acting in accordance with this Policy, miss classes, examinations or other assignments because of a religious practice or belief must be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a [Request for Religious Accommodation Form \(Links to an external site.\)](#) to their instructor prior to the census date for enrollment for a given semester. The census date for each semester (typically the tenth day of instruction) can be found in [UNC Charlotte's academic calendar \(Links to an external site.\)](#).

Student Grievances

Student Grievances Students enrolled in courses at the University of North Carolina at Charlotte who would like to file a complaint regarding their experience may do the following: 1. Refer to the UNC Charlotte Student Grievance Procedure. Students may also contact UNC Charlotte's regional accrediting agency, the Southern Association of Colleges and Schools Commission on Colleges. 2. Students residing outside of North Carolina while attending UNC Charlotte may file a complaint in their state of residence. As required by federal regulations, students are directed to the list of resources here, compiled and updated by the State Higher Education Executive Officers.

Code of Student Responsibility

The purpose of the Code of Student Responsibility (the Code) is to protect the campus community and to maintain an environment conducive to learning. University rules for student conduct are discussed in detail. The procedures followed for any Student, Student Organization or Group charged with a violation of the Code, including the right to a hearing before a Hearing Panel or Administrative Hearing Officer, are fully described: [Code of Student Responsibility \(Links to an external site.\)](#)[Links to an external site.](#)

Withdrawals

Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from [course withdrawal. \(Links to an external site.\)](#)

Incomplete

The grade of I is assigned at the discretion of the instructor when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed by the deadline specified by the instructor, and no later than 12 months. If the I is not removed during the specified time, a grade of F, U, or N, as appropriate is automatically assigned. The grade of I cannot be removed by enrolling again in the same course, and students should not re-enroll in a course in which they have been assigned the grade of I. [University policy addressing Incompletes. \(Links to an external site.\)](#)

Disability Accommodations

Students in this course seeking accommodations to disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.

Mental Health

Mental health concerns or stressful events may reduce a student's ability to participate in daily activities or diminish academic performance. Services are available to assist you with addressing these and other concerns you may be experiencing. You can learn more about the broad range of confidential mental health services available on campus via the Counseling & Psychological Services (CAPS) website at caps.uncc.edu ([Links to an external site.](#)).

Copyright Ownership

My lectures and course materials, including presentations, tests, exams, outlines, and similar materials, are protected by copyright. I am the exclusive owner of copyright in those materials I create. I encourage you to take notes and make copies of course materials for your own educational use. However, you may not, nor may you knowingly allow others to reproduce or distribute lecture notes and course materials publicly without my express written consent. This includes providing materials to commercial course material suppliers such as CourseHero and other similar services. Students who publicly distribute or display or help others publicly distribute or display copies or modified copies of an instructor's course materials may be in violation of University Policy 406, The Code of Student Responsibility. Similarly, you own copyright in your original papers and exam essays. If I am interested in posting your answers or papers on the course web site, I will request your written permission.

Sexual Harassment

All students are required to abide by the UNC Charlotte [Sexual Harassment Policy \(Links to an external site.\)](#) and the policy on [Responsible Use of University Computing and Electronic Communication Resources \(Links to an external site.\)](#). Sexual harassment, as defined in the UNC Charlotte Sexual Harassment Policy, is prohibited, even when carried out through computers or other electronic communications systems, including course-based chat rooms or message boards.

Student recording of class information

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.

FERPA Notification

In establishing [University Policy 402, Student Education Records \(Links to an external site.\)](#), UNC Charlotte adheres to a policy of compliance with the [Family Educational Rights and Privacy Act of 1974 \(Links to an external site.\)](#), also known as FERPA, a federal law that affords students the following rights with respect to their education records. For details, see the [FERPA Annual Notification \(Links to an external site.\)](#) posted on the Office of Legal Affairs website. All questions concerning this FERPA Annual Notification may be directed to the attention of the [Office of the Registrar \(Links to an external site.\)](#).

Food Insecurity

Food insecurity is defined by the USDA as “a lack of access to enough food for an active, healthy life.” Food insecure categories include: reduced caloric intake, reduced food quality, lack of variety in diet, disrupted eating patterns, and hunger. Research shows that college students experience food insecurity at higher rates than the American household rate, and that food insecurity can negatively impact academic performance and persistence. In recognition of this problem, UNC Charlotte offers assistance to students facing food insecurity through an on- campus food pantry. The Jamil Niner Student Pantry (JNSP) is located on the east edge of campus at 1224 John Kirk Road. It has regular hours which may change from semester to semester; please see the website at [https://ninerpantry.uncc.edu/ \(Links to an external site.\)](https://ninerpantry.uncc.edu/) for schedule and details on its services, as well as resources about hunger and food insecurity among college students.

Student Support and Help

The following support pages provide students support on course navigation, technology, information literacy, accessibility, support services, student privacy and data privacy.

[Course Navigation](#)

[Technology Requirements & Help](#)

[Technical Skills](#)

[Accessibility, Student Support Services, Campus Support Services](#)

[Student and Data Privacy](#)

How to Get Technology Help

For Canvas help:

- - - [Canvas 24/7 Support Live Chat \(Links to an external site.\)](#)
 - Canvas 24/7 Support Line: 877-257-9780
 - [Canvas Help Center \(Links to an external site.\)](#)
 - [Canvas Guides \(Links to an external site.\)](#)
 - [Canvas Video Guides \(Links to an external site.\)](#)

For computer help:

Contact the ITS HelpDesk at 704-687-5500
or visit the [ITS Website \(Links to an external site.\)](#) for additional help information.
[McGraw Hill Student Help \(Links to an external site.\)](#)

[Management-by-the-numbers support](#)