



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

Joseph M. Bryan School of Business and Economics

*Department of Marketing, Entrepreneurship, Hospitality, and Tourism*

**COURSE NUMBER:** MKT 320  
**COURSE TITLE:** Principles of Marketing, 2019 Spring 100% Online  
**CREDITS:** 3:3  
**PREREQUISITES/COREQUISITES:**

- Pre-requisites: [ACC 201](#)(or [ACC 218](#)), [ECO 201](#), [CST 105](#), [ISM 110](#), and any one of the following: [MAT 115](#), [MAT 120](#), [MAT 150](#), [MAT 151](#), [MAT 191](#), [MAT 292](#); and major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.
- Students complete all of these courses before taking this course. You cannot take any pre-requisites concurrently (a.k.a. co-requisites) with MKT 320. In other words, the same semester you are taking MKT 320.
- If you believe you have an exception, please contact the Bryan advisors.

**FOR WHOM PLANNED:** This is a required course for juniors and seniors in Marketing, other Bryan School majors, or UNCG students.

## 1. CONTACT INFORMATION:

### 1.1. Classroom: None – 100% online

1.1. Email: [haroehm@uncg.edu](mailto:haroehm@uncg.edu)

1.1.1. All emails should contain a SUBJECT line that identifies which class, meeting time and group (if assigned) along with summary of inquiry (e.g., **MKT320\_19S Online Group ? question about assn. 1**)

1.1.2. Note: If it is urgent please feel free to email as frequently as deemed necessary. Understand in normal situations, if you do not get a response in 24 hours consider re-sending your message.

1.2. Office location: 376 Bryan

1.3. Office hours:

1.3.1. **Virtual: Tuesday-Thursday 12noon-1:30pm Google Hangout or Webex video chat. You can find directions on how to use the free chat software in the Canvas course homepage. Other appointments, including face to face, and/or times by request.**

1.3.2. If you want to meet face-to-face:

1.3.2.1. You can stop by anytime, if I am in my office we can chat.

1.3.2.2. You can also contact me to set up a time.

NOTE: Please knock because I keep the door closed at all times.

1.4. Contact information for MEHT Administration – Office 441 Bryan Building:

Terri L. Sparks (336) 334-3797

[tspark2@uncg.edu](mailto:tspark2@uncg.edu)

Diana Brandt: (336) 334-4547

[djbrandt@uncg.edu](mailto:djbrandt@uncg.edu)

Fax 336-334-5580

Mailing Address

Attn: Harper Roehm

MEHT Department

The University of North Carolina at Greensboro

Bryan School of Business and Economics

441 Bryan Building

Greensboro, NC 27408

## 2. The Bryan School of Business and Economics' Mission Statement

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

### 3. Bryan School Student Learning Goals

Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

### 4. Impact of this Course on the Program Student Learning Goals

Upon successful completion of Principles of Marketing (MKT320), students will have met the various components of the Critical Decision-Making: (#1), Ethical Marketing practices (#2), Role of innovation in creating new products (#5) and Team Collaboration, Communication, and Knowledge-Integration in developing an implementable marketing plan (#6) Goals.

### 5. BADM (BS) Marketing CBK Learning Objectives (MKT 320):

In every business class, we have learning objectives. These indicate what you should be learning from each course. At the end of the semester, you will be asked to evaluate how well this class met the learning objectives. In addition to the learning objectives below, you will find that there are specific learning objectives for each class.

1. The marketing student will be able to prepare a research survey project

- 1.1. Produce descriptive statistics from a research data set
- 1.2. Interpret statistical information

2. The student will be able to develop a marketing strategy

- 2.1. Critique a marketing strategy
- 2.2. Develop a marketing plan

3. The marketing student will understand the consumer perspective

- 3.1. Identify the steps in the consumer decision-making process
- 3.2. Plan actions based on target market data

### 6. Student expectations of Faculty

6.1. I have two very important goals:

- 6.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives below).
- 6.1.2. Create a learning environment where students feel fairly treated.

6.2. If you have a question/issue, please feel free to contact me.

## 7. Academic Integrity Policy

- 7.1. Students can refer to the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty found in Canvas homepage.
- 7.2. It is also important to note that the course policies stated in this syllabus are intended to provide both individual students as well as the entire class roster.

## 8. Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

## 9. Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

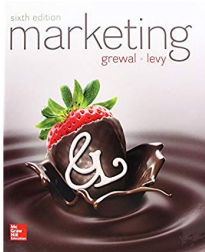
## 10. Course design:

The class has four parts. I will post all of the lectures and activities, assignments, exam study guide and sessions ONE PART at a time. Once the exam for a completed part is finished, the information for the next PART will become available. The **four** course parts as follows:

- Sessions 1 2 and 3 then exam 1
- Sessions 4, 5 and 6 then exam 2
- Sessions 7, 8, 9 and 10 then exam 3
- Session 10 Marketing Simulation. Requires each student to purchase a license (**\$25**). There is **no** need to purchase license at the beginning of the course. I will post an announcement to purchase license. If you have any questions, please feel free to contact me.

## 11. Course Materials:

- 11.1. Book: 6<sup>th</sup> edition of Marketing, Grewal & Levy.



**Marketing, 6<sup>th</sup> Edition (NO connect or connectplus)**  
**Dhruv Grewal, BABSON COLLEGE**  
**Michael Levy, BABSON COLLEGE**  
 @2015, ISBN-13: 978-1259709074

- 11.1.1. There is a copy of the book at Libraries closed reserves.

- 11.1.2. The textbook serves as a reference, providing terminology, theories, models and frameworks that are commonly accepted in marketing. Thus, in this course it will be necessary for you to have some knowledge of the language and system of concepts inherent to marketing. We may not talk about the certain information contained a textbook reading unless you have specific questions about it. I welcome any

questions, so feel free to contact me.

11.2. **Marketing simulation license. MarketPlaceLive – Introduction to Marketing** <http://gm.marketplace-live.com/?moveTo=1>. We will go over that information later in the semester. There is **no** need to purchase license at the beginning of the course. We will play in groups and playing against the computer. If you want to start early you need to contact me for access.

11.2.1. The **cost to participate is 25 dollars.**

11.2.2. **STUDENTS WHO DO NOT PURCHASE A LICENSE, REGISTER AND PARTICIPATE IN THE GROUP ACTIVITY WILL FAIL THE COURSE.**

## 12. Assignments:

- 12.1. There are no late assignments, but there is an extra credit assignment posted at the **end** of the semester and it is worth one assignment.
- 12.2. The due dates for these assignments are included in the class schedule at the end of this document.
- 12.3. If a student fails to turn in 2 of the first 3 assignments and/or misses the first exam without notifying the professor in advance of the exam, they will be dropped from the course.
- 12.4. These are assignments due throughout the course. The assignments will be graded based on promptness, completeness and professionalism that includes; grammar, writing style, spelling and format.
- 12.5. The values of these assignments are listed below in the Grade Break Down section.

## 13. Group Dynamics & Marketing Math:

This assignment is designed to help students have an improved group experience and outcome. Additionally, the assignment includes some training on spreadsheet use and important marketing calculations.

## 14. Marketing Plan Project:

There will be a group marketing plan project that is submitted individually for credit. The goal of the project is to develop learn the steps in creating a marketing plan/strategy for an assigned company. Details for the project will be provided when students are assigned to their groups.

## 15. Marketing Simulation:

- 15.1. This is a group activity.
- 15.2. The cost to participate is 25 dollars for each student.
- 15.3. **STUDENTS WHO DO NOT PURCHASE, REGISTER AND PARTICIPATE IN THE GROUP ACTIVITY A LICENSE WILL FAIL THE COURSE.**

**16. INITIATION ONLY LEARNING OPPORTUNITY:** Marketing Simulation top performing groups will earn an invitation to the BB&T Bryan Marketing Challenge. There are significant benefits so check the schedule and make sure your schedule allows for you to be involved. The event, **Saturday April 13<sup>th</sup>**, requires your **PHYSICAL** presence for the entire day. I understand that this is a 100 percent online class, but this is an optional activity and a fantastic learning opportunity provided by BB&T. **THERE IS NO ALTERNATIVE WAYS TO EARN the benefits. YOU HAVE TO PHYSICALLY PARTICIPATE.**

## 17. Group Peer Evaluations:

The group Peer Evaluation is an extremely important tool to manage your group experience. Peer evaluations are based on the performance of your group. So, in this class, outcome/performance will be the basis/anchor for your group grades.

- 17.1. For many groups, all members participate equally. In those cases, group members all give equal or very similar scores to each other. So, a group with 4 members each member would give each member 25 points (4X25=100points. In those cases, the peer evaluation will be the same percentage as your group earned from all of the group activities. For instance, if your group earned a 70 percent on all of your group activities your peer evaluation would be 70.

- 17.2. If, however, you have well performing member, you can indicate that by providing that individual with high peer evaluation. In these cases, their peer evaluation will be higher than the group's average outcome. In the example earlier, this person's evaluation will be higher than 70 percent. **Typically, the most a student would be increased is 10-15 percent. So, if an individual wants to score high, they need the group to perform well.**
- 17.3. The peer evaluation can also be used in those unfortunate situations when a member is not performing to expectations. In such cases, you should first communicate to those individuals that their peer evaluation will be negatively affected unless there are improvements. Do this as early as possible. Also, when doing this please inquire what you as a group can do to help this member. This often times can remedy the situation. If it does not help and the member does not participate as expected, their grade will be SIGNIFICANTLY LOWER THAN THE GROUP'S including zero for peer evaluation. **IT SHOULD BE NOTED CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK.**
- 17.4. Another important issue is evaluating participation when a group has face-to-face meetings. It is absolutely fine to have face-to-face group meetings but understand that many students are taking online courses because they may not have the ability to physically meet. In those cases, your group CANNOT deduct points for not making meetings. If you are having physical meetings and member(s) cannot meet they should provide work product on a timely basis for the group meeting. If non-physically meeting group members who do not provide work product can and should be penalized in that case. **IT SHOULD BE NOTED THAT CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK.**
- 17.5. **For students who do not complete peer evaluations, they will earn 0 for their peer evaluation.**
- 17.6. You should feel free to contact me about participation issues.

#### 18. EXAMS:

- 18.1. There will be three non-cumulative exams in this course. A study guide and exam instructions will be provided for each exam. The date, times and locations of exams can be found in the schedule in course Canvas homepage.
- 18.2. I want to make sure students are fairly treating with regards to testing. Challenges that require testing accommodations such as a quiet setting and/or additional time are welcome. Student needs to provide me with the appropriate documentation from Office of Accessibility & Services (OARS formerly ODS). See above **Academic Accommodations"** section. Ideally the student will do so at the beginning of the semester or at least a week before the first exam. Those students with said challenges, but who are not registered are encouraged to contact OARS immediately because there are no retro-active make-up exams for not providing documentation before the exam.

#### 19. MAKE-UP EXAMS:

- 19.1. There are two types of make-ups. One, **excused make-up**. Two, **not excused make-up**. The difference is that if you do not have an excuse you earn a 25-point penalty to your exam score if exam is taken within 48 hours of exam window closing.
- 19.2. Also, I am providing an exam buffer. For example, if an exam ends at 5pm, there will be an additional 5 hours of time that a student can still complete the exam. The buffer provides students some time to make alternate plans if they face an unexpected but not valid excuse such as IT problems. There are risks. There are absolutely no requests for excused make-ups (see below) during this buffer so if you have an issue during the buffer you have no remedy but to take a not excused make-up (see below). I strongly suggest you finish by the assigned deadline.
- 19.3. Excused Make-up Requirements:
- 19.3.1. Encounter serious, unexpected and valid emergencies or official school related activities, not including voluntary school activities/groups.
- 19.3.2. **Contact me immediately. As soon as you know of the situation. The latest I will accept the excuse is before the exam buffer begins (see above and/or exam instructions).** After that exam buffer deadline, you are taking a not excused make-up exam.
- 19.3.3. **Provide written documentation that; one, identifies/explains the situation, two, provides the dates and times of the event and, three, contact information from someone who the professor can contact to verify the situation.** All three pieces of information are required. Note: I want to protect your privacy as much as possible, so I do not want to know personal and/or sensitive information just the general nature of the emergency/activity.

19.3.4. It should be noted that the requirement of written documentation is my effort to ensure that all students in the course feel fairly treated. This serves as verification of a valid excuse, so the students who complete the exam on time have assurances that make-ups are not an unfair advantage. While at the same time, it ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.

19.4. Not Excused Make-up Requirements:

19.4.1. Contact take me immediately.

19.4.2. Take the exam 48 hours of the exam window closing.

19.4.3. Understand after the exam buffer begins no excuse will be accepted and you receive the 25-point penalty. For example, you earn 80 on the exam with the penalty you will receive 55 percent.

19.4.4. Also, after 48 hours after the exam window you earn a zero on the exam.

**20. Absents due to Religious Observance:**

20.1. If you believe you do have any religious holidays that might affect the completion of a class activity you must contact me at least two weeks before the holiday. I prefer to be contacted in the first two weeks since these dates are set and widely known, and it would provide us more time to make alternate plans.

20.2. There are a limited number of such absences, so you can find the policy in the Undergraduate Bulletin and the Office of the Provost's web site. If you still have questions, please contact the Dean of Students (see contact information below) if you have any questions.

**20.3. Dean of Students contact information:**

210 Elliott University Center, PO Box 26170

1.336.334.5514 EMAIL [deanofstudents@uncg.edu](mailto:deanofstudents@uncg.edu)

**21. Grading policy:**

21.1. No assignments are accepted late.

21.2. **NOTE THERE IS AN EXTRA CREDIT ASSIGNMENT AT THE END OF THE SEMESTER THAT IS WORTH ONE ASSIGNMENT.** This can help mitigate the impact of lost points due to a missed assignment.

21.3. Assignments are graded for grammar, spelling, organization, completeness and overall professionalism.

21.4. If required, all gathered/non-original material should be referenced. APA Guidelines ([Purdue University's Online Version](#)).

21.5. Students who are concerned about their writing can work with the [UNCG writing center](#). It should be noted that Writing center well in advance of the due date of the assignment.

21.6. Students who are concerned about their verbal skills can work with the [UNCG speaking center](#). It should be noted that speaking center well in advance of the due date of the assignment.

21.7. The due dates for these assignments are included in the syllabus schedule section.

21.8. All information submitted, including computer disks and attached files to emails, should be labeled:

LAST Name, FIRST name

Assignment name or number (e.g., Intro Class Assignment)

**MKT320 19S\_O**

Professor Roehm

Pledge "name(s)"\*

\*All work submitted should include the word "Pledged" followed with the name(s) of the students involved. (see to [Dean of Students web site](#) which includes academic integrity process and actual [Academic Integrity policy](#)).

21.9. FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT ON AN ASSIGNMENT.

21.10. **SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS including GROUP PROJECTS**, if applicable.

21.11. Note: Files saved online (cloud storage such as Google and Dropbox provided for free by the university), flash drive or sent via email attachment should have the same label information.

**22. Grade Scale**

A	92 to 100
A-	90 to 91.99
B+	88 to 89.99
B	82 to 87.99
B-	80 to 81.99
C+	78 to 79.99
C	70 to 77.99
D	60 to 69.99
F	Below 60

**23. Grade Break-down**

Class assignments	15
Exam 1	20
Exam 2	20
Exam 3	20
Group Training&Marketing Math	5
Marketing Simulation	7.5
Peer Evaluation	7.5
Marketing Plan Project	5
TOTAL POINTS	100