



University of North Carolina at Greensboro
Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality and Tourism

Course: MKT 320-02, Principles of Marketing, Fall 2019

Class Times: T/Tr 11 am, Bryan 212

Instructor: Mrs. Sara MacSween, sbmacswe@uncg.edu (call Professor MacSween)

Communications: Email preferred, include class in subject line

Office Hours: Tuesdays from 9.30 – 10.30 am or by appointment, Room 352

Text: Marketing, Sixth Edition by Grewal and Levy, ISBN 978-1-259-70907-4.

Required Items: i>clicker 2 (class participation).

[Set Canvas so it notifies you](#) when I send out emails – get immediate notification.

Bryan School Student Learning Goals

The Bryan school programs have separate learning goals as listed with the degree program. 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 various business disciplines. Core business programs share the following common learning goals:

- 1). Students will implement various steps of the critical thinking process, supported by 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.

Course Objectives

The primary objective of this course is to introduce fundamental concepts of marketing. Consequently, we cover a wide range of topics and materials – giving you a broad view of the many areas of marketing. All students - regardless of major - will benefit from this course by gaining an appreciation of marketing's expanding role in society. Each student should develop the ability to understand organizational decision-making from a marketing perspective. This course will also make you a more knowledgeable consumer by heightening your awareness of marketing activities and customer behavior.

This course begins to develop the core competencies of integrated business knowledge and strategic thinking by guiding students towards accomplishing the following objectives.

- To understand the concepts and terminology of marketing, and the role within the organization and society.
- To understand the consumer decision making process, and tactical and ethical issues that marketers encounter relating to segmentation, targeting and positioning strategies.
- To develop a framework for analyzing and understanding the organization's marketing mix (4P's), positioning, branding, and its marketing resources, customers and competition.
- To apply this framework as the basis of decision-making and resource deployment (i.e., target market selection and marketing mix design) in developing an implementable marketing plan.

Impact of this Course on the Program Student Learning Goals

Upon successful completion of Principles of Marketing (MKT3 20), 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.

Course Format

- Open-book quizzes due before class starts.
- Attendance will be taken at the start of each class. You earn points for each class.
- Register your i>clicker 2 on Canvas. Use it during class to earn participation points.
- Cell phone use during class is NOT allowed. You will receive a participation grade of zero if seen using your phone to text, message or search.

Important Notes

1. The exam consists of questions from the text and lecture. If you don't attend class, then you will miss A LOT of the material on the exams. Questions also come from class presentations.
2. Slides **ARE NOT** posted on Canvas. It is VERY important to attend lectures.
3. Office hours are available each week for review of slides and questions.
4. Quality, not quantity, is important for class participation and oral presentations.

Five Keys to Successful Semester

1. Read each chapter prior to its discussion in class. This will help you keep up with the course. It will also make you familiar with key concepts that will be discussed. Two quizzes will be given during the semester.
2. Attend class. You are paying for this class and should attend. Slides ARE NOT posted on Canvas, so you will miss key points and important discussions. Many exam questions come from the Professor on items NOT included in the text.
3. Ask questions and speak up during class. Class discussions are intended to encourage dialogue. If a question is asked, you should speak up. Class time is your opportunity to ask questions and get further clarification on concepts.
4. Look out for marketing everywhere you go. As you go about your day, be aware of marketing promotions, communications and channels. How are companies connecting with their customers? Sharing information? Trying to sell their products and services? Encouraging brand loyalty?
5. Actively participate in your team project. Preparation of the presentation will require work outside of class. This collaborative learning should be fun and further your understanding of key concepts. Students who don't support the group project will receive a lower grade. Students are required to submit a peer evaluation form (printed copy.)

Inclement Weather

This class will follow UNCG's policy on delays and cancellations due to weather.

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.

Academic Integrity

Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <http://academicintegrity.uncg.edu/complete/>.

Religious Observance

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. **Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance.** The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

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.

Grading

Grades shown in Canvas **DO NOT** include all items and is **NOT** a true representation of your grade. You can calculate your grade by completing the Excel sheet in Canvas.

Item	%
Quizzes (complete prior to class, open book)	10%
Exam 1 on Chapters 1, 2, 3 and 4 (50 multiple-choice questions) - laptop	15%
Exam 2 on Chapters 5, 6, 7 and 9 (50 multiple-choice questions) - laptop	15%
Exam 3 on Chapters 10, 11, 13 and 15 (50 multiple-choice questions) - laptop	15%
Exam 4 on Chapters 17, 18, 19 and 20 (50 multiple-choice questions) - laptop	15%
Email marketing, social media posts and market research	10%
Marketing project	15%
Class participation	5%
TOTAL	100%

Grading Scale – final grades will be assigned as follows.

93-100 = A	80-82 = B-	67-69 = D+
90-92 = A-	77-79 = C+	63-66 = D
87-89 = B+	73-76 = C	60-62 = D-
83-86 = B	70-72 = C-	61 – 0 = F

Quizzes

Complete the open-book quizzes prior to class.

Email Marketing and Social Media Posts

Try your hand at content creation with this assignment. Upload two email blasts and three social media posts to Canvas.

Market Research

Students will create and deploy a survey using Qualtrics – <https://uncg.qualtrics.com/>
Details will be provided in class.

Exams

They will be given on Canvas in class. **Bring a laptop on exam days.** Make-up exams ONLY given if arranged prior to the exam or due to illness. Students must provide a note from a physician on letterhead with a signature before a make-up exam will be given. If a student fails to appear for an exam or make-up exam, they will receive a grade of **zero**.

Marketing Project

Students will be placed in teams. Details will be loaded on Canvas.

Class Participation Grading Rubric

Points	Item
5 points	Upload your photo to Canvas
15 points	Bring TWO copies of your resume, one with an attached photo
40 points	Participation in class with i>clicker 2
40 points	Attendance, lose 20 points if not attend during market research day

Class Expectations

As **instructor**, I have the following responsibilities:

1. Come prepared to every class with engaging materials.
2. Design my class so you will understand how a marketer uses their understanding of consumer behavior to connect with consumers and prospective consumers.
3. Consider that it is not always your fault if you don't understand the material.
4. Create a mutually respectful classroom environment.
5. Provide examples of how marketing translates in the "real world."
6. Be available to students to review slides and answer questions.

As **students**, you have the following responsibilities:

1. Turn off your phone so you can focus on the lecture. Students using their phones during class will receive a participation grade of zero for that day.
2. Come prepared to every class by reviewing previous notes and reading the material. It's amazing how things make sense when you read before class!
3. It is not always the instructor's fault when you don't understand the material.
4. Treat others (including the instructor) with respect.
5. Ask questions when you don't understand. Asking questions is a sign of maturity - not ignorance. Marketers ask their customers a lot of questions.
6. If you are concerned about your grade or progress, schedule an appointment. Address the situation before it is too late to do anything about it.

Helpful Resources

1. Direct Marketing News – www.dmnews.com
2. Ad Week – www.adweek.com
3. Advertising Age – www.adage.com
4. Target Marketing – www.targetmarketing.com
5. Chief Marketer - www.chiefmarketer.com

MKT 320-02 Fall 2019 Class Schedule

Refer to Canvas for changes in the schedule. Meetings in Bryan 225 from 5-6 pm.

AMA = American Marketing Association. SBG = Sales Student Business Group.

Date	Meeting	Activity
Tues, Aug 20		Course introduction
Thurs, Aug 22		Start using i-Clicker 2, Chapter 1 and Quiz 1
Tues, Aug 27	SBG kick off	Chapter 2 and Quiz 2
Thurs, Aug 29		Chapter 3 and Quiz 3
Tues, Sept 3	AMA kick off	Chapter 4 and Quiz 4
Thurs, Sept 5		Exam 1 on Chapters 1, 2, 3 and 4 – bring laptop to class
Tues, Sept 10	SBG	Chapter 5 and Quiz 5
Tues, Sept 12		Chapter 6 and Quiz 6
Tues, Sept 17	AMA	Chapter 7 and Quiz 7
Thurs, Sept 19		Chapter 9 and Quiz 8
Tues, Sept 24	SBG	Exam 2 on Chapters 5, 6, 7 and 9 – bring laptop to class
Thurs, Sept 26		Chapter 10 and Quiz 9
Tues, Oct 1	AMA	Chapter 11 and Quiz 10
Thurs, Oct 3		Chapter 13 and Quiz 11
Tues, Oct 8	SBG	Chapter 15 and Quiz 12
Thurs, Oct 10		Exam 3 on Chapters 10, 11, 13 and 14 – bring laptop to class
Tues, Oct 15	No Class!	Fall Break
Thurs, Oct 17		Email and social media marketing presentation
Tues, Oct 22	AMA	Market research boot camp
Thurs, Oct 24		In-class research assignment, upload email marketing and social media posts by midnight
Tues, Oct 29	Bootcamp	In-class work on marketing plan
Thurs, Oct 31		In-class work on marketing plan
Tues, Nov 5	Networking	In-class work on marketing plan
Thurs, Nov 7		In-class work on marketing plan
Tues, Nov 12	Virtual SC	Marketing plan presentation
Thurs, Nov 14		Chapter 17, Quiz 13
Tues, Nov 19		Chapter 18, Quiz 14
Thurs, Nov 21		Chapter 19, Quiz 15
Tues, Nov 26		Chapter 20, Quiz 16
Thurs, Nov 28	No Class	Happy Thanksgiving!
Tues, Dec 3		Review Day
Tues, Dec 10	Noon	Exam 4 on Chapters 17, 18, 19 and 20 – bring laptop to class