



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, 2021 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 the Bryan Business School.
- 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, in 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. INSTRUCTOR INFORMATION:

1.1. Dr. Harper Roehm, Associate Professor of Marketing

1.2. Classroom: Online.

1.3. Email: haroehm@uncg.edu

1.3.1. All emails should contain a SUBJECT line that identifies which class.

1.3.2. 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.

1.4. Office hours

1.4.1. Zoom Tuesday 12 pm - 1 pm, or by appointment.

1.4.2. Much can be accomplished via email, however, if you would like to virtually meet outside zoom office hours you can find directions on how to use Zoom on the class Canvas page. Also, for virtual appointments please email me and suggest 3 possible times that are convenient.

1.5. MEHT Department:

Contact information for MEHT Administration – Office 441 Bryan Building:

Terri L. Sparks (336) 334-3797
tlspark2@uncg.edu

Fax 336-334-5580

Diana Brandt: (336) 334-4547
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. Catalog description: Introduction to marketing with an emphasis on market segmentation, targeting, and positioning for consumer and business markets in domestic and international economics.

3. 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 improving the organizations in which they work and the communities in which they live.

4. **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 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.

5. **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.

6. **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

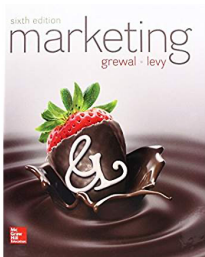
7. **Course design:** The class has **four parts**. I will post all of the lectures and activities, assignments, exam study guide, and sessions ONE PART at a time. Once the exam for a completed part is finished, the information for the next PART will become available. The four-course parts as follows:

7.1. Part 1: Sessions 1 2 and 3 then exam 1

- 7.2. Part 2: Sessions 4, 5, and 6 then exam 2
- 7.3. Part 3: Sessions 7, 8, 9, and 10 then exam 3
- 7.4. Part 4: Session **Marketing Simulation**. You can read the details in the syllabus below.
 - 7.4.1. It costs each **student 25 dollars** to participate. You do NOT have to get the license at the beginning of the semester. I will announce when you need it.
 - 7.4.2. If you do not purchase a license and participate you will fail the course.
- 7.5. In addition to the assignments and exams, there is a marketing simulation. The simulation helps re-enforce the marketing concepts and experience the marketing planning process more interactively. There is a 25-dollar cost for each student and participation in the simulation is required.

8. Course Materials:

8.1. Book: 6th edition of Marketing, Grewal & Levy.



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

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

8.1.2. 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 in a textbook reading unless you have specific questions about it. I welcome any questions, so feel free to contact me.

8.2. **Marketing simulation license.** We will go over that information later in the semester. There is **no** need to purchase the license at the beginning of the course. If you want to start early you need to contact me for access.

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

8.2.2. **STUDENTS WHO DO NOT PURCHASE A LICENSE, REGISTER, AND PARTICIPATE IN THE SIMULATION WILL FAIL THE COURSE.**

9. Deliverables:

Class assignments	15
Marketing Math	5
Marketing Simulation	15
Marketing Plan Project	5
Exam 1	20
Exam 2	20
Exam 3	20
TOTAL POINTS	100

9.1. Assignments:

9.1.1. There are no late assignments, but there is an extra credit assignment 10 posted at the end of the semester and it is worth one assignment.

9.1.2. The due dates for these assignments are included in the class schedule at the end of this document.

- 9.1.3. 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 if applicable.
- 9.1.4. The values of these assignments are listed below in the Grade Break Down section.

9.2. **Marketing Simulation:** We will go over that information later in the semester. There is **no** need to purchase the license at the beginning of the course. If you want to start early you need to contact me for access. It is an individual project.

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

9.2.2. **STUDENTS WHO DO NOT PURCHASE A LICENSE, REGISTER, AND PARTICIPATE IN THE SIMULATION WILL FAIL THE COURSE**

9.3. **Marketing Planning Project & marketing math:**

The goal of these projects is to develop learn the steps in creating a marketing plan/strategy for an assigned company and assist with the simulation.

9.4. **EXAMS:**

9.4.1. 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 on the course Canvas homepage.

9.4.2. 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. The student needs to provide me with the appropriate documentation from the Office of Accessibility & Services (OARS formerly ODS). See below the **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.

9.4.3. **MAKE-UP EXAMS:** 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-percent penalty to your exam score if the exam is taken within 48 hours of the exam window closing.

9.4.3.1. Excused Make-up Requirements:

9.4.3.1.1. Encounter a serious, unexpected, and valid emergency or part of official school-related activities, not including voluntary school activities/groups you are eligible for a make-up exam. In such situations to earn an excused make-up you need to:

9.4.3.1.2. **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 unless it is determined you were unable.**

9.4.3.1.3. **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.

9.4.3.1.4. 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. At the same time, it ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.

9.4.3.2. Not Excused Make-up Requirements:

9.4.3.2.1. Contact take me immediately.

9.4.3.2.2. Take the exam 48 hours after the exam window closes.

9.4.3.2.3. Understand after the exam buffer begins no excuse will be accepted and you receive the 25 percent penalty. For example, you earn 80 on the exam with the penalty you will receive 55 percent of the points the exam is worth.

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

10. Grade Scale

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

11. Academic Accommodations:

11.1. **OARS** - 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. The student needs to provide me with the appropriate documentation from the Office of Accessibility & Services (OARS formerly ODS). 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 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.

OARS Contact Information:

web site: <http://ods.uncg.edu/student-services/register/>

Suite 215 EUC, PO Box 26170

Greensboro, NC 27402-6170

VOICE/TTY 336.334.5440

FAX 336.334.4412

EMAIL oars@uncg.edu

11.2. Absents due to Religious Observance:

11.2.1. **As an online class, this most likely will not be an issue, however, if you have concerns or believe this does apply please contact me immediately, I will be happy to work out accommodations.**

11.2.2. Regarding online classes, religious observance typically will not affect student's ability to complete assignments, exams, and participation in group projects by the assigned due date because the time between access to the activity (e.g., exam) and the associated due dates are typically greater than one day. In most cases, the professor will suggest that you complete your work before the holiday.

11.2.3. If you believe you do have any religious holidays that might result in an absence affecting the completion of a class activity, please 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 gives us plenty of time to make accommodations.

11.2.4. 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.

Dean of Students contact information:

210 Elliott University Center, PO Box 26170

1.336.334.5514 EMAIL deanofstudents@uncg.edu

12. Student expectations of Faculty

12.1. I have two very important goals:

12.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives above).

12.1.2. Create a learning environment where students feel fairly treated.

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

13. Academic Integrity Policy

- 13.1. Students can refer to the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty found on the Canvas homepage.
- 13.2. 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 a fair learning environment.

14. 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.

15. IMPORTANT UNCG COVID 19 INFORMATION & POLICY

We the University of North Carolina at Greensboro have developed a message with important information for you. Additionally, there is a YouTube at the bottom that you should view before your first class. Please let me know if you have any questions and/or uses.

I Realize this is an online class and that much of this information here relates to face-to-face classes, but I think it is important that students do know this information. You will also see this information in the syllabus.

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Wearing a face covering that covers both nose and mouth (Links to an external site.)
- Observing social distance (Links to an external site.) in the classroom
- Engaging in proper handwashing hygiene when possible
- Self-monitoring for symptoms of COVID-19 (Links to an external site.)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Approved by the Faculty Senate on July 1, 2020

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements. For instance, where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or

activities as needed. Instructors or the student may also contact OARS ([Links to an external site.](#)) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

Approved by the Faculty Senate Executive Committee on July 30, 2020

Health and well-being impact learning and academic success. Throughout your time at the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. 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/> ([Links to an external site.](#)), or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> ([Links to an external site.](#)) or reaching out to recovery@uncg.edu

COVID-19 Spartan Shield Video

UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

[Shield Our Spartans](#)

16. If you have any questions, please feel free to contact me.