



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

Course: MKT 320-01, Principles of Marketing, Three Credit Hours, Fall 2021

Class Times: 8-9.15 am in Bryan 212 (updated on 17 Aug 21)

Instructor: Mrs. Sara MacSween, office in Bryan 352, sbmacswe@uncg.edu

Communications: Email preferred, include class in subject line

Office Hours: Mondays from 9-11.30 am; Tuesday and Thursdays from 1-1.30 pm; email to schedule a Zoom meeting on another day/time

Text: Marketing, Eight Edition by Grewal and Levy, ISBN: 781260717433

Set Canvas so it notifies you when I send out emails – get immediate notification.

Course Pre-Requisites: ACC 201 (or ACC 218), CST 105, ECO 201, ISM 110, and any one of the following: MAT 115, MAT 120, MAT 150, MAT 151, MAT 191, MAT 292. Major in ACCT, BADM, CARS, ECOS, ENTR, FINC, HTMT, INTB, ISSC, or MKTG.

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 three points for each class attended.
- 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.

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.

Inclement Weather

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

Accommodations/ Americans with Disabilities Act (ADA)

UNCG seeks to comply fully with the Americans with the ADA. Students requesting accommodations based on a disability must connect with the Office of Accessibility Resources and Services (OARS) in 215 Elliott University Center, (336)334-5440, oars.uncg.edu.

Academic Integrity (AI)

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/>.

Plagiarism, Falsification of Course Documents or Cheating will not be tolerated. Please note that any violation of the AI Policy could result in failure of the course. Do your own work because an occurrence can equate to plagiarizing just one sentence from a consulted source. I will investigate if I suspect plagiarism and/or cheating. An AI violation occurs if you falsify a document (i.e., signing another student's name) for both students. A document AI violation stays on your permanent academic record. Refer to the AI link above for full details.

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).

Attendance Policy for University-Sponsored Events

The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions.

1. Students who expect to miss one or more class meetings due to participation in University-sponsored activities should:
 - a. Notify the instructor(s) at least five class days in advance;

- b. Arrange to complete all missed work in advance of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning
- c. Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

COVID-19

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. 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:

- following face-covering guidelines;
- engaging in proper hand-washing hygiene when possible;
- self-monitoring for symptoms of COVID-19;
- staying home if you are ill; and
- complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats 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 requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the 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 other requirements.

For instances 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 (336.334.5440) who, in consultation with Student Health Services will review requests for accommodations.

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

Check Canvas for your grade. Earn one extra credit point on exams per meeting attended for AMA, NCSI Student Business Group, CEO or Spotlights.

Item	%
Quizzes (complete prior to class, open book)	10%
Email marketing and social media posts	20%
Exam 1 on Chapters 1, 2, 3 and 4 (50 multiple-choice questions)	10%
Exam 2 on Chapters 5, 6, 7 and 9 (50 multiple-choice questions)	10%
Exam 3 on Chapters 10, 11, 13 and 15 (50 multiple-choice questions)	10%
Exam 4 on Chapters 17, 18, 19 and 20 (50 multiple-choice questions)	10%
Marketing Project	25%
Participation	5%
TOTAL	100%

Grading Scale – final grades will be assigned as follows.

93-100 = A	80-82.9 = B-	67-69.9 = D+
90-92.9 = A-	77-79.9 = C+	63-66.9 = D
87-89.9 = B+	73-76.9 = C	60-62.9 = D-
83-86.9 = B	70-72.9 = 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 for a B2B and B2C company of your choice. See Canvas for details.

Exams

They will be given on Canvas. 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 by Thurs, Aug 19.
5 points	Bring TWO copies of your resume, one with an attached photo on Thurs, Aug 19.
10 points	LinkedIn working session.
48 points	Class attendance and participation, three points earned per class.
32 points	Participation in group project, based on peer evaluations.

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.

MKT 320-01 Fall 2021 Class Schedule (refer to Canvas for changes)

Extra credit for AMA, NCSI Student Business Group (SBG) and CEO – Wednesdays from 5-6 pm, Bryan 225 and via Zoom. Alternating dates.

Aug 25 = kick-off meeting; Sept 1 = SBG; Sept 8 = CEO; Sept 14 = She Can We Can in EUC;
 Sept 15 = AMA; Sept 22 = SBG; Sept 29 = CEO; Oct 6 = AMA; Oct 13 = speed interviews;
 Oct 20 = SBG; Oct 27 = CEO; Nov 3 = AMA; Nov 10 = celebration.

Spotlights = Tues 9/21; Wed 9/22; Tues 9/28; Tues 10/5; Tues 10/26; Wed 10/27; Wed 11/3; Tues 11/9 and Wed 11/10.

Date	Activity
Tues, Aug 17	Course introduction
Thurs, Aug 19	Bring two printed copies of your resume; Chapter 1 (Overview of Marketing)
Tues, Aug 24	Chapter 2 (Developing Marketing Strategies)
Thurs, Aug 26	Chapter 3 (Digital Marketing: Online, Social and Mobile)
Tues, Aug 31	Chapter 4 (Conscious Marketing, Corporate Social Responsibility and Ethics); bring laptop to class for a LinkedIn session
Thurs, Sept 2	Exam on Chapters 1, 2, 3 and 4 – bring laptop to class
Tues, Sept 7	Chapter 5 (Analyzing the Marketing Environment)
Thurs, Sept 9	Chapter 6 (Consumer Behavior)
Tues, Sept 14	Chapter 7 (Business to Business Marketing), speakers in EUC until 6 pm
Thurs, Sept 16	Chapter 9 (Segmentation, Targeting and Positioning)
Tues, Sept 21	Exam on Chapters 5, 6, 7 and 9 – bring laptop to class
Thurs, Sept 23	Chapter 10 (Marketing Research and Analytics)
Tues, Sept 28	Chapter 11 (Product, Branding and Packaging Decisions)
Thurs, Sept 30	Chapter 13 (Services – Intangible Products)
Tues, Oct 5	Chapter 15 (Strategic Pricing Methods and Tactics)
Thurs, Oct 7	Exam on Chapters 10, 11, 13 and 15 – bring laptop to class
Tues, Oct 12	Fall Break – No Class!
Thurs, Oct 14	Chapter 17 (Retail and Omni Channel Marketing)
Tues, Oct 19	Chapter 18 (Integrated Marketing Communications)
Thurs, Oct 21	Chapter 19 (Advertising, Public Relations and Sales Promotions)
Tues, Oct 26	Chapter 20 (Personal Selling and Sales Management)
Thurs, Oct 28	Exam on Chapters 17, 18, 19 and 20 – bring laptop to class
Tues, Nov 2	Marketing Plan discussion and team formation
Thurs, Nov 4	In-class work on Marketing Plan
Tues, Nov 9	In-class work on Marketing Plan
Thurs, Nov 11	In-class work on Marketing Plan
Sun, Nov 14	Upload draft plan and survey by midnight
Tues, Nov 16	In-class work on Marketing Plan
Thurs, Nov 18	In-class work on Marketing Plan; discuss Email and Social Media Assignment
Tues, Nov 23	Virtual class day to work on the Email and Social Media Assignment; upload by midnight
Thurs, Nov 25	Thanksgiving – No Class!
Tues, Nov 30	In-class work on Marketing Plan
Fri, Dec 3	Upload Full Plan and 15 slides by midnight
Tues, Dec 7	Zoom presentation from 9.30 – 11 am