



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

**Course:** MKT 320-11, Principles of Marketing, Three Credit Hours, SS Two 2024

**Instructor:** Dr. Sara MacSween, [sbmacswe@uncg.edu](mailto:sbmacswe@uncg.edu)

**Communications:** Email preferred, include class in subject line

**Office Hours:** email for a Zoom meeting

**Text:** Marketing, Eight Edition by Grewal and Levy, ISBN: 781260717433.  
DON'T need the online access materials. Can use a digital version.

**Required Materials:** Packback, register through Canvas.

**Announcements:** Will be sharing news here. Check it often!

**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.

## **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.

## **Use of Artificial Intelligence (AI)**

Students are NOT allowed to use content generated from ChatGPT or any other program that uses AI. The goal of this course is for you to learn how to write content that connects with customers. Student may use <https://www.bing.com/create> for image creation.

## **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; and
  - 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 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 2022, all students, faculty, and staff and all visitors to campus are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. While face-coverings are optional in most areas on campus,

individuals are encouraged to wear masks. All individuals and visitors to campus are asked to follow the following actions.

- Engaging in proper hand-washing hygiene.
- Self-monitoring for symptoms of COVID-19.
- Staying home when 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.
- Completing a self-report when experiencing COVID-19 symptoms, testing positive for COVID-19, or being identified as a close contact of someone who has tested positive.
- Staying informed about the University's policies and announcements via the COVID-19 website.

As we continue to manage COVID-19 on our campus, we are following the lead of the local health department and we will adjust our plans to balance student success, instructional requirements, and the hallmarks of the collegiate experience with the safety and wellbeing of our campus community.

### **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, elevated 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.

Item	%
Getting to know you! <ul style="list-style-type: none"> <li>Watch the intro video by midnight on Fri, June 14. First Packback question due by midnight on Fri, June 14.</li> <li>Upload your photo, bio, introductory video, personality test completion and Father's Day post. Complete these items by Sun, June 16.</li> </ul>	5%
Trailhead Modules – refer to the assignment for details. Due by Thurs, June 20.	10%
Quizzes (open-book) for each chapter, complete related quizzes prior to the exams.	10%
Exam 1 on Chapters 1, 2, 3 and 4 (50 multiple-choice questions) – by Sun, June 23.	10%
Exam 2 on Chapters 5, 6, 7 and 9 (50 multiple-choice questions) – by Sun, June 30.	10%
Exam 3 on Chapters 10, 11, 13 and 15 (50 multiple-choice questions) – by Sun, July 7.	10%
Exam 4 on Chapters 17, 18, 19 and 20 (50 multiple-choice questions) – by Sun, July 14.	10%
Packback Discussion Board – five series of one question and two answers. <ul style="list-style-type: none"> <li>Post one question by Fridays (14/21/28 June and 5/12 July).</li> <li>Post two replies by Sundays (16/23/30 June and 7/14 July).</li> </ul>	15%
Email marketing and social media posts – refer to assignment for details. Due by Wed, July 17.	20%
<b>TOTAL</b>	<b>100%</b>

**Grading Scale** – final grades will be assigned as follows. Grades are NOT rounded up.

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

## Getting to Know You

Item	Points
Watch the intro video by midnight on Fri, June 14. Your first Packback question is also due by midnight!	20
Upload your photo to you Canvas bio page.	5
Write your bio copy – check for grammatical errors.	5
Complete the personality test – upload results and type in the Comments box how your personality aligns with the job you want after graduation. <a href="https://www.16personalities.com/free-personality-test">https://www.16personalities.com/free-personality-test</a>	20
Create and upload an introductory video introducing yourself. Explain why a recent commercial/advertisement caught your attention.	20
Create and upload your Father's Day social media post.	30

## **Trailhead**

It is time to earn Trailhead badges and upload them to your LinkedIn profile under 'Licenses and Certifications'. Refer to the assignment loaded in Canvas.

## **Quizzes**

Complete the open-book quizzes for each chapter. Complete each set of quizzes before each weekly exam.

## **Exams**

They are on Canvas using LockDown Browser. Here is the installation link:

<https://download.respondus.com/lockdown/download.php?id=517814163>

Once installed, open the LockDown Browser application - not your standard browser - when it is time to take the test. LockDown Browser will take you automatically to Canvas.

Exams will be open for one week, starting on Monday and due by Sunday at midnight. You may NOT use your notes or the text for the exam.

- Exam 1 due by Sun, June 23 (complete the related four quizzes prior to the exam).
- Exam 2 due by Sun, June 30 (complete the related four quizzes prior to the exam).
- Exam 3 due by Sun, July 7 (complete the related four quizzes prior to the exam).
- Exam 4 due by Sun, July 14 (complete the related four quizzes prior to the exam).

## **Packback**

Participation is a requirement for this course, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications.

Your participation on Packback will count toward 15% of your overall course grade.

There will be a weekly Sunday at 11:59PM EST deadline for submissions. To receive full credit, you should submit the following per each deadline period.

- 1 open-ended question every week by Friday with a minimum Curiosity Score of 65, worth 4pts of each assignment grade.
- 2 responses every week by Sunday with a minimum Curiosity Score of 65, worth 6pts of each assignment grade.
- Here is the posting calendar.

<b>Topic Post</b>	<b>First Question</b>	<b>Two Responses</b>
What is your favorite form of marketing? Why does it grab your attention? Include a specific example.	Fri, June 14	Sun, June 16
Question from Chapters 1, 2, 3 or 4	Fri, June 21	Sun, June 23
Question from Chapters 5, 6, 7 or 9	Fri, June 28	Sun, June 30
Question from Chapters 10, 11, 13 or 15	Fri, July 5	Sun, July 7
Question from Chapters 17, 18, 19 or 20	Fri, July 12	Sun, July 14

### **How to Register on Packback:**

Note: Only access Packback through Canvas. It is the first link under the Home page. Packback is included in your student fees.

### **How to Get Help from the Packback Team:**

If you have any questions or concerns about Packback throughout the semester, please read their FAQ at [help.packback.co](https://help.packback.co). If you need more help, contact their customer support team directly at [help@packback.co](mailto:help@packback.co).

For a brief introduction to Packback Questions and why we are using it in class, watch this video: <https://www.youtube.com/watch?v=OV7QmkrD68>

### **Email and Social Media Assignment**

Apply what you have learned with this hands-on assignment. You select a B2B and B2C company. Provide specific details of the target customers. Create an email blast for each one. Then create four social media posts for one of these companies (Facebook, Instagram, LinkedIn and Twitter/X). Examples loaded in Canvas. Select a compelling image, motivating words and a clear call-to-action (buy, review, watch this video, share, etc.)