

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

MKT 320 (Section 01/02): Principles of Marketing (Fall 2020)

(Version: August 18, 2020)

Professor: In-Hye Kang, Ph.D.
Class Time & Location: Section 01: Tuesdays and Thursdays, 8:00am – 9:15pm, Bryan 212
Section 02: Tuesdays and Thursdays, 12:30pm – 1:45pm, Graham 207
Office: Bryan 468
Office Hours: By appointment
E-Mail: i_kang@uncg.edu (preferred method of communication)

Pre-requisites: ISM 110, ECO 201, ACC 201 or 218, CST 105, and any one of the following: MAT 115, 120, 150, 151, 191, 292; or major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISOM, MKTG, or STHP

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.

The Bryan School of Business and Economic's Mission Statement:

In the Bryan School of Business & 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.

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.

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.

Required Materials:

- **Textbook:** Marketing, 6th Edition by Grewal and Levy, McGraw-Hill Publishers, ISBN 978-1-259-70907-4.
- **Poll Everywhere:** free polling mobile application
- **Supplemental readings:** Additional required readings will be distributed via our Canvas site and in class. These readings will be used to illustrate the concepts covered in the course.

Course Format: Hybrid format

This is a hybrid course. For each class, half of the students take a face-to-face class and the other half take an online class. For an online class, a lecture video, which is a recording of the face-to-face class, will be posted on Canvas.

If you are assigned to section A, you are expected to attend a face-to-face class on every Tuesday and to watch the lecture video on Canvas on every Thursday. If you are assigned to section B, you are expected to attend a face-to-face class on every Thursday and to watch the lecture video on Canvas on every Tuesday.

The learning process will have several components: lectures and in-class exercises. The topics covered in lectures and exercises are not limited by required textbook. Regardless of whether you take a face-to-face or online class, **it is important that each of you completes assigned reading prior to class.** An outline of topics and reading assignments (textbook + any supplemental reading materials assigned to each class) is provided. However, time allocation to a particular topic can be adjusted during the semester.

Evaluation Criteria: Grades are comprised of following components. Your final grade is determined by adding the percentage weighted scores of each component shown here in the syllabus. Final score shown in Canvas is NOT a true representation of your final grade.

Component	%
Exam 1 (50 multiple-choice questions)	10%
Exam 2 (50 multiple-choice questions)	17.5%
Exam 3 (50 multiple-choice questions)	17.5%
Exam 4 (50 multiple-choice questions)	15%
Current Event Connections	5%
Marketing Plan Team Project	20%
Class Participation	
• Attendance (online questions)	7.5%
• In-class/online exercises	7.5%

Grading: 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-	59 – 0 = F

Exams:

Exams consist of multiple-choice questions. These questions will cover materials from class activities, lectures, and the textbook. **All exams will be taken ONLINE using your own computer.**

A computer with a webcam and microphone is required to take an exam. Exams are taken using Respondus Lockdown Brower and Monitor or by paying to use an online proctoring service (Examity).

If you do not have a computer, you can borrow/rent a laptop from the library and from the Technology Service Center in Forney Building, Floor 1, on a first-come, first-served basis. You cannot take the exams without a computer. There are no paper exams. No extra computers available. No other means of completing the exams.

I design exams to include material from textbook, lectures, and in-class assignments. Therefore, if you do not read the book and attend class, it will be difficult to pass the class. I will provide study guides before each exam to help you prepare for the exam.

No make up exam will be given without prior notification in documentation about dire or unavoidable circumstances. Being sleep deprived or unprepared is not dire or unavoidable. The excused absences are outlined in the University Attendance policy. Documentation substantiating your circumstance will be required. A day and time will be arranged for you to complete the exam. The specified time may be before or after the exam date.

SPECIAL NOTE: No special arrangements will be made for any student to take exams earlier than the scheduled date, in order to accommodate travel for any holiday. Please plan accordingly.

Current Event Connections: You first need to post to the Canvas site a 200-word analysis of a current marketing example and connect it explicitly and clearly to at least two relevant course concepts. Please first describe succinctly the current marketing example, and then explain how it can be understood in light of two relevant concepts from this course. After posting your own Current Events Connections piece, please **also comment on at least 2 other current events connections pieces submitted by other students**, pulling in additional course concepts that the original student's posting did not mention.

Marketing Plan Team Project:

To integrate and practice the various components of marketing strategy, teams will create a strategic marketing plan. The objective is to simulate real world marketing situations requiring consideration of customers/consumers, competition, marketplace changes, micro and macro environmental changes and the marketing mix elements.

Each student will self-select a team (3-5 students per team). The individual grade for marketing plan will be reflective of the peer evaluation. Further details and specific requirements of the Marketing Plan Team Project will be posted and discussed.

*** Assignments Submission Guideline:** I expect all assignments to be submitted before the corresponding due date and time. Any assignment submitted after that time will receive a penalty of 10% per each day. Assignments will not be accepted more than 48 hours late.

Class Participation:

Class participation will be evaluated based on in-class exercises and attendance.

- **In-class exercises:** In most classes, there will be an in-class exercise to be completed. Each of your in-class exercises will be graded.
 - When you take a class online, you still need to complete the in-class exercise and submit it on Canvas.
 - **I will drop the two lowest scores to allow two unexcused absences.**

- **Attendance:** Attendance will be taken at the beginning of each class.
 - When you take a class online and watch the lecture video, questions designed to check your understanding of the lecture (which are the same questions asked in a face-to-face class using Poll Everywhere) will be embedded in the lecture video. You should provide answer to these questions. As long as you provide your responses to all questions, you will receive full credit (regardless of whether your responses are correct or not). If you do not respond to all questions, you will receive less than full credit. If you do not respond to any questions, you will receive zero credit.
 - **I will drop the two lowest scores to allow two unexcused absences.**

Lecture Notes:

- PowerPoint slides are posted on Canvas after class.
- PowerPoint slides on Canvas ARE NOT A SUBSTITUTE FOR CLASSROOM ATTENDANCE. The posted slides are designed to alert you to the content discussed in class.
- POWERPOINT SLIDES POSTED ON CANVAS MAY NOT BE IDENTICAL TO THOSE SHOWN IN CLASS. The content reflects the topics discussed in class. They are not a substitute for the textbook, and you will not do well on exams by studying solely using the posted slides.

Classroom Electronic Devices Policy:

- **Use of cell phones, laptops, and other electronic devices (e.g., tablets, etc) is not allowed during class.** The use of electronic devices is not a necessity in class and often proves to be a distraction rather than an aid in the learning process.

Classroom Policy:

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**
- **Observing social distance in the classroom**
- Engaging in proper hand washing hygiene when possible
- **Self-monitoring for symptoms of COVID-19**
- 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.

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 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.

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 the following video before the first day of classes: <https://youtu.be/Mb58551qxEk>

Health and Wellness:

Health and well-being impact learning and academic success. Throughout your time in 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/> 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> or reaching out to recovery@uncg.edu

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/>.

Honor Code & Pledge:

Students are expected to know and abide by the UNCG Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with set code. All written work submitted is subject to "plagiarism check." Violations include: using oral or written materials previously prepared by former students in this or other marketing classes. Cheating is dishonorable and the repercussions are severe and final. (http://bae.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf)

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).

Athletes: Those with documented and verifiable notice of away-games must provide this document to me at the beginning of the semester (WITHIN THE FIRST 3 WEEKS). Accommodations will be made for quizzes and exams only. However, the student IS NOT excused from learning what materials or activities they missed in class. Talk with your teammates, come to office hours, read the contents on Canvas and gain an understanding of the important content missed. This includes information that appears on Exams and Quizzes. Stating you were away on the day something is covered IS NOT justification for not knowing the answers to questions on exams or quizzes.

University Attendance Policy: Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Keep in mind:

- **I reserve the right to modify any of the material in the Syllabus and Class Schedule.**
- **Each student is responsible for obtaining all handouts, assignments, and schedule changes.**
- **I will use Canvas to post assignments, make announcements (i.e. grades), and send reminders. It is your responsibility to check Canvas course environment for announcements, assignments, and any other information about the course.**

Course Calendar

Please note that this schedule is tentative and may change as the term proceeds. It is your responsibility to keep up with the course assignments and any changes that may be made.

Date	Topic	Readings	Assignments Due
Tue, 8/18	Course Introduction	- Read syllabus and ask questions	
Thu, 8/20	Overview of Marketing	- Chapter 1 (pp. 4-13) - Canvas: "A Refresher on Marketing Myopia" HBR	
Tue, 8/25	Developing Marketing Plan	- Chapter 2 (pp. 35-52) - Canvas: TBD	
Thu, 8/27	Developing Marketing Plan (Cont'd)	- Chapter 2 (pp. 35-52) - Canvas: TBD	- Team project: Team formation due by 11:59pm on 8/27 (via Canvas)
Tue, 9/1	Analyzing Marketing Environment	- Chapter 5 - Canvas: TBD	
Thu, 9/3	Marketing Ethics	- Chapter 4 (pp. 118-127; pp. 130-pp.132) - Canvas: TBD	
Tue, 9/8	Exam 1		A computer with a webcam and microphone is required.
Thu, 9/10	Consumer Behavior	- Chapter 6 (pp. 174-187) - Canvas: TBD	
Tue, 9/15	Consumer Behavior (Cont'd)	- Chapter 6 (pp. 188-201) - Canvas: TBD	
Thu, 9/17	STP: Segmentation, Targeting, and Positioning	- Chapter 9 (pp. 268-283) - Canvas: TBD	
Tue, 9/22	STP: Segmentation, Targeting, and Positioning (Cont'd)	- Chapter 9 (pp. 283-291) - Canvas: TBD	
Thu, 9/24	Marketing Research	- Chapter 10 (pp. 300-308) - Canvas: TBD	- Team project: Milestone 1 due by 11:59pm on 9/25 (via Canvas)
Tue, 9/29	Marketing Research (Cont'd)	- Chapter 10 (pp. 314-322) - Canvas: TBD - BRING YOUR LAPTOPS. We will discuss how to use an online survey building tool called Qualtrics in class.	
Thu, 10/1	Marketing Research (Cont'd)	- Chapter 10 (pp. 309-313) - Canvas: TBD	
Tue, 10/6	Exam 2		A computer with a webcam and microphone is required.
Thu, 10/8	4P: Product – Products and Branding	- Chapter 11 (pp. 340-358) - Canvas: TBD	
Tue, 10/13	4P: Product – Services	- Chapter 13 (pp. 406-411) - Canvas: TBD	
Thu, 10/15	4P: Price – Strategic Pricing Methods	- Chapter 15 (pp. 460-467) - Canvas: TBD	
Tue, 10/20	4P: Price – Strategic Pricing Methods (Cont'd)	- Chapter 15 (pp. 472-474) - Canvas: TBD	

Thu, 10/22	Marketing plan team project workday		- Team project: Marketing Plan Milestone 2 due by 11:59pm on 10/26 (via Canvas)
Tue, 10/27	4P: Place – Supply Chain Management	- Chapter 16 (pp. 488-495) - Canvas: TBD	
Thu, 10/29	Exam 3		A computer with a webcam and microphone is required.
Tue, 11/3	4P: Place - Retailing and Multi- Channel Marketing	- Chapter 17 (pp. 520-533) - Canvas: TBD	
Thu, 11/5	Social and Mobile Marketing	- Chapter 3 (pp. 92-104) - Canvas: TBD	- Current Events Connections write-up due by <u>11:59pm on 11/6</u> (via Canvas).
Tue, 11/10	4P: Promotion - Integrated Marketing Communications	- Chapter 18 (p. 550) & Chapter 19 (pp. 578-592) - Canvas: TBD	- After posting your Current Events write-up, comment on at least 2 other current events connections pieces submitted by other students by <u>11:59pm on 11/10</u> , pulling in additional course concepts that the original student's post did not mention.
Thu, 11/12	4P: Promotion - Integrated Marketing Communications (Cont'd)	- Chapter 19 (pp. 594-601) - Canvas: TBD	
Tue, 11/17	4P: Promotion – Six Principles of Persuasion by Robert Cialdini	- Canvas: TBD	
Thu, 11/19	Marketing plan team project workday		
Tue, 11/24	4P: Promotion – Six Principles of Persuasion by Robert Cialdini (Cont'd) & review for exam 4	- Canvas: TBD	- Team project: Marketing Plan Writeup due by 11:59pm on 11/24 (via Canvas)
Thu, 11/26	Thanksgiving – NO CLASS		
Thurs, 12/3	Exam 4	From 12:30pm to 1:45pm	A computer with a webcam and microphone is required.