

# Concepts of Marketing

JOMC 475.1

Spring 2016

(Posted 1.11.16)

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**Instructor:** Dr. Heidi Hennink-Kaminski

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**Class:** Tues. and Thurs. 9:30am to 10:45am

**Office Hours:** Thurs. 10:45-11:30am and by appt.

**Web Site:** <http://sakai.unc.edu>

*Note: The course syllabus is a general plan for the course; changes announced to the class by the instructor may occur.*

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## Course Description

This course teaches the vocabulary and basic concepts of marketing as it will be practiced, emphasizing the role of marketing communication within the larger business context from both the client and agency perspective.

## Required Materials

- Marketing: An Introduction (12<sup>th</sup> edition) by Gary Armstrong and Philip Kotler (2015)
- ISBN-13: 978-0-13-345127-6
- Hand-held calculator
- Assigned Sakai Readings

## Sakai

I will use a Sakai website to organize class documents and post them for you to download. You can reach the log-in page at [sakai.unc.edu](http://sakai.unc.edu). You will need your Onyen and password to log in.

## Course Overview & Objectives

This course is a survey course designed to help you understand what marketing is, what marketing people do, and how they interact with other corporate functions such as manufacturing, distribution, and research and development. It is very similar to the marketing course offered in the School of Business. However, the course at Kenan-Flagler is taught with the assumption that students will become product managers or brand managers or something similar on the corporate business administration side. The assumption we make here is that you are more oriented toward marketing communications and that you are as likely to work for an agency or media company as you are for a goods and services provider. As a result, we will spend less time on topics such as physical distribution and inventory management and explore in more depth the role and function of marketing communication in every part of the business process.

In the past, advertising and public relations professionals were often perceived as tacticians – other people made the strategic decisions about what was to be communicated, to whom and why. Marketing communication professionals today are expected to take a much more active role in the whole marketing process. You will be held accountable not just for your functional proficiency, but also for making measurable contributions to your firm's or client's business growth and profitability.

This course is ideal for anyone who aspires to be an advertising or marketing public relations manager for either a consumer products marketer (e.g. Procter & Gamble) or a business-to-business company (e.g.,

IBM) or an account service manager for an advertising or public relations agency. It is also relevant to someone who wants to run his or her own business someday. People who want to work for non-profit organizations will also be able to use what is taught in the course – soliciting contributions requires marketing thinking, as will those in the field of public health who want to “market” healthy behaviors. Finally, it is also helpful for those who want to work in creative. Understanding what the client is trying to accomplish (and why) will increase your chances of doing work that not only wins awards, but contributes to the bottom line – and therefore helps the agency to keep the account.

By the end of this course you will:

- Understand marketing’s role in strategic planning and how marketers work with upstream and downstream partners to create and deliver customer value.
- Know how to design a customer-driven marketing strategy and marketing mix.
- Understand the elements of the marketing mix (production, promotion, pricing and distribution).
- Understand the major factors that influence consumer behavior.
- Understand the similarities and differences between product/service marketing and social marketing.
- Know how to calculate and interpret key marketing metrics.
- Conduct research to inform a new business idea and plan.
- Apply marketing concepts to a business case study.

### **Course Format**

Prior to each class, it is expected that you will have read the assigned chapter and cases. During class time I will answer any questions you may have about the readings. We will spend the balance of the class period applying the concepts to current events and case studies.

### **Requirements for the Course**

Fair warning – we will cover a lot of territory over a short period of time. To do well in the class you will need to:

- Attend all classes.
- Complete assigned readings for each class session. The lectures and class discussions will illustrate and expand upon what you’ve read, but not substitute for it.
- Complete assigned marketing math problems.
- Work with a classmate to complete a market research paper.
- Actively participate in case study discussions.
- Complete three exams which will include many questions on material covered in the book that won’t necessarily have been talked about in class.

### **Attendance Policy**

Class attendance and participation are essential to this class. Critical information for exams and assignments will come directly from class. Additionally, this course has been structured so that the required readings are a foundation from which we will expand during each class session. Attendance will be taken *every* class. **If you are late, it is your obligation to check in with me immediately after class.** Failure to do so will result in your being recorded as absent. **If you miss more than three classes, your final grade will be reduced by one percentage point per class missed after three absences.**

### **Exams**

There are three exams during the semester. Exam questions will cover material from the text, class lectures and discussions. Questions will include multiple-choice, marketing math calculations, and short essay. The final exam will include a cumulative component, requiring you to integrate concepts from the entire course. The final exam is scheduled for **Tuesday, May 3, from 8am to 11am.**

## Zinger Cards

Each student will be given a named index card. You have the opportunity during the semester to earn 2 extra exam points, which will be added to your lowest exam score, by following the directions below:

- Read the business or trade publications and identify a current marketing story/issue that illustrates one of the marketing concepts we have covered in the class.
- Write the title of the article, date, publication, and page number on the back of your index card.
- During “Zinger Time”, raise your card in the air to indicate that you have an illustration to share with the class. I will take **no more than three examples** on any given class day, so it’s in your best interest to not wait until the end of the semester to act. There are 20 eligible class days.
- You will have to verbally share how the example lines up with a marketing concept in three minutes or less.
- Each student can do this only once during the semester.
- Stories/examples must be no more than one week old to count.
- Here are some places to look:
  - Go to <https://www.mediapost.com/publications> and subscribe to Marketing Daily; emerging stories will be emailed to you.
  - Fast Company
  - Fortune Magazine
  - Business Week
  - Marketplace section of The Wall Street Journal
  - Adweek
  - Advertising Age

## Market Research Paper

Students will be placed into teams of two to work on a marketing assignment and write a marketing paper. Specific information will be shared the week of January 25<sup>th</sup>. Please email my graduate assistant, Chioma, **by 11pm Thursday, January 14**, at [cihekwe@live.unc.edu](mailto:cihekwe@live.unc.edu) with the names of one or two people with whom you would like to work. If you do not email Chioma by this deadline, you will be assigned to a team. Teams will be randomly assigned to one of three groups for your assignment and your due date; team and group assignments will be announced in class on Tuesday, 1/19.

- Group A Teams: Papers are due Tuesday, February 23.
- Group B Teams: Papers are due Tuesday, March 29.
- Group C Teams: Papers are due Tuesday, April 19.

## Graduate Students

In lieu of the group market research project and the 2-hour research study participation requirement required of undergraduates, each graduate student will conduct primary research, write a 24-page paper, and make a presentation to the class on **Tuesday, April 12<sup>th</sup>**. Please schedule an appointment **by February 2nd** to talk further with me about your project and research paper, which is due **April 7<sup>th</sup>**. This assignment will represent 24% of your final grade. It is recommended that you use this opportunity to contribute to your program of research, thesis project or dissertation.

## Marketing by the Numbers Problem Sets

Today’s marketing is all about creating customer value and building profitable customer relationships. To help you understand the financial underpinnings of marketing, you will be assigned six marketing math problems throughout the semester. **Assignments will be collected at the beginning of class. Late**

**assignments will not be accepted. Assignments will not be accepted early, cannot be handed in by a classmate, and cannot be sent via email. No credit will be given for problem sets turned in after the class period.** Make sure to show your work so I will be able to assign partial credit as warranted.

### Research Requirement

Each undergraduate student is required to complete **two hours** of research over the course of the semester. There are two ways you can fulfill this requirement. The first way is to participate in two hours of academic research studies in the School of Journalism and Mass Communication. Participating in studies is a valuable way for you to receive first-hand experience with mass communication research. You will be able to sign up online to participate in these studies. The second way to fulfill the requirement is to write two two-page reports. Each report counts for one hour of research participation, so you can combine participation in the studies with article reviews to fulfill the research requirement. For your report, **which is due the last day of class, April 26**, you may:

- Summarize any article published in the past two years in the following journals that pertains to marketing: Journal of Public Policy and Marketing, Journal of Advertising Research, Journal of
- Select a publicly traded company and write a review of that organization. Please include the company name, size, a brief company history, parent company (if applicable), clients or brands, recent company news (major news from past year), and your opinions about the companies mission statement and positioning.

### Grading Policy

No substitute dates will be given for exams. Evaluation components will be weighted as follows:

Exam I	20%	
Exam 2	20%	
Final Exam	24%	
Team Market Research Paper	22%	Grad Student Research/Paper/Presentation 20%
Marketing Math Assignments	12%	
Research Requirement	2%	
<b>TOTAL</b>	<b>100%</b>	

### Grading Scale:

A = 93-100%	C+ = 77-79%	F = <66%
A- = 90-92%	C = 74-76%	
B+ = 87-89%	C- = 70-73%	(Graduate Students will receive an H, P,
B = 84-86%	D+ = 67-69%	or L)
B- = 80-83%	D = 60-66%	

### AEJMC Values and Competencies

The School of Journalism and Mass Communication’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on:

- Understanding concepts and applying theories in the use and presentation of images and information;
- Conducting research and evaluating information by methods appropriate to the communications professions in which they work;

- Thinking critically, creatively and independently; and
- Applying basic numerical and statistical concepts.

**Honor Code:**

It is expected that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class, which includes outside writing assignments. Use of former students' writing assignments constitutes a breach of the honor code and will be dealt with accordingly. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Chris Roush, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Seeking Help:**

If you need individual assistance, it is your responsibility to meet with the instructor during office hours or to set up an appointment for another time. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**Diversity:**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin at <http://www.unc.edu/ugradbulletin/>. In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression or disabilities.

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at <http://disabilityservices.unc.edu/> or call (919) 962-8300.

## Concepts of Marketing/Spring 2016 Class Schedule

(Posted 1.11.15)

Weeks	Topic/Deliverables	Required Reading
<b>Week 1</b> 1/12 & 1/14	What is Marketing?  Company and Marketing Strategy: It's About Relationships <i>Video Case: OXO</i> <b>Due: Preferred teammate names to cihekwe@live.unc.edu by 11pm</b>	<b>January 12</b> A&K: 1 <b>January 14</b> A&K: 2 <i>Sakai: Metrics Examples</i>
<b>Week 2</b> 1/19 & 1/21	Guest Speaker: Katherine Hill, Procter & Gamble: <i>Working on the client side of marketing communication.</i> Team Assignments  The Marketing Environment: It's About Context <i>Video Case: Ecoist</i>	<b>January 19</b> A&K: 1&2 catchup  <b>January 21</b> A&K: 3 <i>Sakai: General Acctg Terms</i>
<b>Week 3</b> 1/26 & 1/28	Market Research: It's What You Know <i>Video Case: Domino's Pizza</i> <b>Due: Marketing Math 1</b>  Consumer Research: It's Who You Know <i>Video Case: Goodwill</i>	<b>January 26</b> A&K: 4 <i>Sakai: NC Pop Growth</i>  <b>January 28</b> A&K: 5
<b>Week 4</b> 2/2 & 2/4	Segmentation, Targeting & Positioning: Who You Need to Know Best <i>Video Case: Boston Harbor Cruises</i> <b>Deadline for graduate student meetings re: research project</b>  Guest Speaker: Todd Cantrell, Repositioning brands <b>Due: Marketing Math 2 and 3</b>	<b>February 2</b> A&K: 6 <i>Marketer Responses*</i>  <b>February 4</b> Sakai
<b>Week 5</b> 2/9 & 2/11	<b>Exam 1</b>  Product, Services and Branding Strategy: It's Who Knows You <i>Video Case: Life is Good</i>	<b>February 9</b> In-Class Exam <b>February 11</b> A&K: 7 + P&G Lines*
<b>Week 6</b> 2/16 & 2/18	Services Marketing and Branding Strategy: It's Who Knows You <i>Video Case: Swiss Army Brands</i>  New Product Development: It's How You Live (Or Die) <i>Video Case: Subaru</i>	<b>February 16</b> Sakai: Branding Readings  <b>February 18</b> A&K 8
<b>Week 7</b> 2/23 & 2/25	Guest Speaker: Kevin Nathanson, Product Development <b>Due: Group A Marketing Papers</b> <b>Due: Marketing Math 4</b>  Pricing: It's How You Make Money (Or Not) <i>Video Case: Hammerpress</i>	<b>February 23</b> Sakai: Prod Dev Readings  <b>February 25</b> A&K 9 Sakai: Disney Pricing
<b>Week 8</b> 3/1 & 3/3	Marketing Channels I: It's How You Connect <i>Video Case: Gavina Gourmet Coffee</i> <b>Due: Marketing Math 5</b>  Marketing Channels II: It's How You Connect <i>Video Case: HSN</i>	<b>March 1</b> A&K: 10  <b>March 3</b> A&K:11 Sakai: Whole Foods CPG

<b>Week 9</b> 3/8 & 3/10	Canada Goose and 7-11 Case Studies <i>Due: Marketing Math 6</i>  <b>Exam 2</b>	<b>March 8</b> Sakai: Canada Goose Sakai: 7-11  <b>March 10</b> In-Class Exam
<b>Week 10</b> 3/15 & 3/17	<b>NO CLASS – SPRING BREAK</b>	
<b>Week 11</b> 3/22 & 3/24	IMC I: It's How You Connect (Overview, Ad, PR) <i>Video Case: OXO</i>  IMC II: It's How You Connect (Direct, Online, Social Media and Mobile Marketing) <i>Video Case: HSN</i>	<b>March 22</b> A&K: 12  <b>March 24</b> A&K: 14
<b>Week 12</b> 3/29 & 3/31	Guest Speaker: Chioma Ihekweazu, Social Marketing <i>Due: Group B Marketing Papers</i>  Guest Speaker: Josh Bernoff	<b>March 24</b> Sakai: Social Marketing  <b>March 26</b> Sakai: Readings TBD
<b>Week 13</b> 4/5 & 4/7	IMC III: It's How You Connect (Personal Selling and Sales Promotion) <i>Video Cases: Medtronic and Nudie</i>  Guest Speaker: Clay Schossow, New Media Campaigns	<b>April 5</b> A&K: 13  <b>April 7</b>
<b>Week 14</b> 4/12 & 4/14	Putting it all Together I: FNB Bank + Graduate Student Presentations  Guest Speakers: Drew Ford and Kelly, Rockett Interactive Digital Advertising and Attribution Modeling	<b>April 12</b> Sakai: FNB Bank Case  <b>April 14</b> Sakai: Reading TBD
<b>Week 15</b> 4/19 & 4/21	Competitive Advantage 1 & 2: Pulling it all together <i>Due: Group C Marketing Papers</i>	<b>April 19</b> Sakai: Blue Ocean readings  <b>April 21</b>
<b>Week 16</b> 4/26	Sustainable Marketing: Social Responsibility & Ethics	<b>April 26</b> A&K: 16
<b>Final Exam</b> 5/3	<b>8am to 11am/CA 143</b>	<b>May 3</b> <b>Final Exam 8am-11am</b>