

# Concepts of Marketing

## JOMC 475.1

### Maymester 2014

(Posted 5.13.14)

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**Instructor:** Dr. Heidi Hennink-Kaminski  
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**Class:** M-F 9:00am – 12:15pm; CA 283  
**Office Hours:** M/T 12:30-1pm 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 is designed for students anticipating careers in advertising, public relations, or related areas and teaches the vocabulary and basic concepts of marketing as it will be practiced, emphasizing the role of marketing communication.

### Required Materials

- Marketing: An Introduction (11<sup>th</sup> edition) by Gary Armstrong and Philip Kotler ISBN-13: 978-0132744034
- Assigned Sakai Readings
- *Note: I will provide you with a list of terms that you will need to know for the exams. We will cover those terms in class lecture, but you will also need to refer to information in the textbook as you study for the exams. The case studies in the book will be particularly helpful in illustrating the concepts.*

### 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. The site will be posted later this afternoon.

### 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. All that has changed. 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 company's or client's business growth and profitability. That's why this course has been added to the JOMC curriculum.

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.
- Apply marketing concepts to a business case study.

### **Course Format**

After the introductory class session, each class period will be broken down as follows:

- A: 9:00-9:15am Zinger Cards
- B: 9:15am-10:05am Content Area
- 10:05am-10:15am 10-minute break
- C: 10:15-11:05am Content Area
- 11:05-11:15am 10-minute break
- D: 11:15am-12:15pm Application/Team Project Work

### **Requirements for the Course**

- Attend all classes.
- Make a five minute presentation relating a current trade article to marketing concepts covered in class.
- Complete a midterm and final exam that tests knowledge of concepts and your ability to apply them to real-world business scenarios.
- Work with a team in-class to create a marketing plan for a fictitious product or service.

### **Class Attendance and Participation**

I reserve the right to reward quality class participation and attendance.

I reserve the right to penalize excessive absence and class disruption.

It is the responsibility of the student to gain access to handouts and notes if a class is missed without excuse.

### **Exams**

There are two exams during the semester. The mid-term and final exam will include multiple-choice and short essay questions. The final exam will require you to integrate concepts from the entire course.

### **Zinger Cards**

Each student will be asked to draw an index card that includes a date and a marketing concept. Each day, two students will each make a 5-minute presentation to the class summarizing a short trade article and how it exemplifies a concept covered in the course. Write the title of the article, date, publication, and page number on the back of your index card and turn it in the morning of your presentation. Stories/examples must be no more than one month old to count. Here are some places to look:

- Go to <https://www.mediapost.com/publications> and subscribe to Marketing Daily RSS feed.
- Fast Company
- Fortune Magazine
- Business Week
- Marketplace section of The Wall Street Journal
- Adweek
- Advertising Age

**Grading Policy**

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

Midterm Exam	30%
Final Exam	30%
Zinger Presentation	15%
Marketing Plan/Group	25%
<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%		
B =	84-86%	D+ =	67-69%		
B- =	80-83%	D =	60-66%		

**JOMC Values:**

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. No single course could possibly give you a solid grasp of all of these values and competencies, but collectively, our classes are designed to build your abilities in each of these areas. You can learn more about them here:

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

**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 <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/Maymester 2014**  
**Tentative Class Schedule**  
(Posted 5.13.14)

<b>Class</b>	<b>Topic/Deliverables</b>	<b>Text/Readings</b>
<b>Tuesday, May 13</b>	<b>A: Introduction to the Course</b> <b>B: Marketing Strategy 101</b> <i>Video Case: Zappos</i> <b>C: Strategic Planning 101</b> <i>Video Case: OXO</i>	A&K: 1 & 2
<b>Wednesday, May 14</b>	<b>A: Team Building &amp; Group Project Overview</b> <b>B: Understanding the Marketing Environment</b> <i>Video Case: Ecoist</i> <b>C: The Marketing Information System</b> <i>Video Case: Domino's Pizza</i> <b>D: Team Assignment: Case Scenario</b>	A&K: 3 & 4
<b>Thursday, May 15</b>	<b>A: Zingers 1 &amp; 2</b> <b>B: Consumer Behavior &amp; Research</b> <i>Video Case: Goodwill</i> <b>C: What you know and what you need to find out?</b> <b>D: Group Project: Target – Secondary Research</b>	A&K: 5
<b>Friday, May 16</b>	<b>A: Zingers 3 &amp; 4</b> <b>B: Marketing Strategy-Segmentation &amp; Targeting</b> <b>C: Marketing Strategy-Differentiation &amp; Positioning</b> <i>Video Case: Boston Harbor Cruises</i> <b>D: Group Project: Target – Primary Research</b>	A&K: 6
<b>Monday, May 19</b>	<b>Exam 1: Marketing Strategy</b>	
<b>Tuesday, May 20</b>	<b>A: Zingers 5 &amp; 6</b> <b>B: Product Strategy</b> <i>Video Case:</i> <b>C: Branding Strategy</b> <i>Video Case:</i> <b>D: Group Project: Target - Primary Research</b>	A&K: 7
<b>Wednesday, May 21</b>	<b>A: Zingers 7 &amp; 8</b> <b>B: New Product Development</b> <i>Video Case: Subaru</i> <b>C: Pricing Strategy</b> <i>Video Cases: Hammerpress</i> <b>D: Group Project: Target – Marketing Strategy</b>	A&K: 8 & 9
<b>Thursday, May 22</b>	<b>A: Zingers 9 &amp; 10</b> <b>B: Value Delivery Network</b> <i>Video Case: Gavina Gourmet Coffee</i> <b>C: Retailing &amp; Wholesaling</b> <i>Video Cases: HSN</i> <b>D: Group Project: Target – Product/Brand Strategy</b>	A&K: 10 & 11
<b>Friday, May 23</b>	<b>A: Zingers 11 &amp; 12</b> <b>B &amp; C: IMC, POE (Guest Lecturer Kevin Nathanson)</b> <b>D: Group Project: Target – Pricing Strategy &amp; Distribution Strategy</b>	<b>Sakai: The Converged Media Imperative</b>
<b>Monday, May 26</b>	<b>Holiday – No Class</b>	

<p><b>Tuesday, May 27</b></p>	<p><b>A: Zingers 13 &amp; 14</b>  <b>B &amp; C: Promotional Strategy</b>  <i>Video Case: OXO</i>  <i>Video Case: Nudie</i>  <i>Video Case: HSN</i>  <b>D: Group Project: Target – Promotional Strategy</b></p>	<p>A&amp;K 12, 13, 14</p>
<p><b>Wednesday, May 28</b></p>	<p><b>A: Zingers 15 &amp; 16</b>  <b>Group Project Presentations</b></p>	
<p><b>Thursday, May 29</b></p>	<p><b>A: Zingers 17 &amp; 18</b>  <b>B: Putting it all together: Canada Goose Case</b>  <b>C: Review</b></p>	<p><b>Sakai: Canada Goose</b></p>
<p><b>Friday, May 30</b></p>	<p><b>Final Exam, 9am to 12pm</b></p>	<p><b>Sakai: Metabical Case</b></p>