

# Concepts of Marketing

JOMC 475.1

Fall 2013

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**Class:** TR 9:30am to 10:45am

**Office Hours:** Thursday 10:45-11:45 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
- 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. 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.
- Know how to calculate and interpret key marketing metrics.
- 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 partner to conduct observational research and generate a new business idea that solves an unmet need.
- Complete a business case study.
- Complete three exams which will include many questions on material covered in the book that won’t necessarily have been talked about in class. Don’t get behind; it’s difficult to catch up.

### 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 be 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, December 10th from 8am to 11am.**

## Case Study Analysis

You will be assigned to a two-person team to complete a written case study assignment. Look around the room and see if there is someone you would prefer to work with. Once you have **both agreed** to work together, one team member should email my graduate assistant, Emily Graban, no later than **noon Thursday, August 29<sup>th</sup>** at [egraban@live.unc.edu](mailto:egraban@live.unc.edu) with a **rank order of your preferred dates** and the **name of your agreed upon teammate**. If you do not email a preference, you will be randomly assigned to a team. Case assignments and due dates will be distributed to each team by September 5<sup>th</sup>. Due dates will be October 1<sup>st</sup>, October 22<sup>nd</sup>, November 12<sup>th</sup> or November 26<sup>th</sup>. Each team member will complete a peer evaluation and individual case study grades will be adjusted downward as necessary based on the evaluation (i.e., make sure you pull your weight)!

For those of you unfamiliar with the case study approach, here are recommendations for how to approach reading and digesting an HBR case study – which begins with reading the case three times:

1. The first reading should be a quick run-through of the text in the case. It should give you a feeling for what the case is about and the types of data contained in the case.
2. Your second reading should be more in-depth. Many people like to underline or otherwise mark up their cases to pick out important points that they know will be needed later. For example, analyze the case with respect to customer behavior and trends, competitor's behaviors and trends, and the firm's strengths and weaknesses. On your second reading, carefully examine the exhibits in the case. It is generally true that the case writer has put the exhibits there for a purpose. They contain information that will be useful in analyzing the situation. You will often find that you will need to apply some analytical technique to the exhibit in order to benefit from the information in the raw data. Many of the questions I ask will focus on interpreting the exhibits in the case and assessing the implications of these findings.
3. On your third reading, you should have a good idea of the fundamentals of the case. Now you will be searching to understand the specific situation. You will want to get at the root causes of problems and gather data from the case that will allow you to make specific action recommendations. Before the third reading, you may want to review the discussion questions in the outline of class assignments. It is during and after the third reading that you should be able to prepare your answers to the discussion questions. As is often the situation in actual practice, cases may not have all the data that you would like. Nevertheless, it is critical that you develop a reasoned plan of attack on the basis of data available. Moreover, you should not attempt to find out what happened to the company or business as a basis for making your decision.

For each case study, examine the case (both text and exhibits) and be able to share what specific actions your team would recommend that the company take, and why. Specific queries will be posted for each assignment. As benchmark, a typical, successful and well-written Case Assignment will have taken around 8 to 10 hours to complete. **Case assignments may not exceed five pages, double-spaced, 12 point font in the main body and 6 pages of supporting appendix as needed.**

## Marketing by the Numbers Problem Sets

Today's marketing is all about creating customer value and building profitable customer relationships. If the organization understands customer needs and wants and develops a compelling value proposition by which it can attract, keep, and grow targeted customers, the organization will reap the rewards in terms of market share, profits, and customer equity. To help you understand the financial underpinnings of marketing, you will be assigned four 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 if 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. You can find out more at: <http://guides.lib.unc.edu/jomcResReq>

For your report, **which is due in hard copy at the beginning of the last class period on December 2**, 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.

## Zinger Cards

Each student will be given a named index card. You have the opportunity during the semester to earn 3 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 17 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 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:

Exam 1	25%
Exam 2	25%
Final Exam	25%
Case Study	15%
Marketing Math Assignments	8%
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%		
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/Fall 2013 – Tentative Class Schedule**  
(Posted 8.20.12)

<b>Week/ Dates</b>	<b>Topic/Deliverables</b>	<b>Required Reading</b>
<b>Week 1</b> 8/20 & 8/22	Introduction to the Course  What is Marketing? <i>Video Case: Zappos</i>	<b>August 20</b>  <b>August 22</b> A&K: 1
<b>Week 2</b> 8/27 & 8/29	Company and Marketing Strategy: It's About Relationships <i>Video Case: OXO</i>  The Marketing Environment: It's About Context <i>Video Case: Ecoist</i> <b>Due: Case study team requests and date ranking emails due to E. Graban</b> <b>Due: Marketing by the Numbers 2</b>	<b>August 27</b> A&K: 2  <b>August 29</b> A&K: 3
<b>Week 3</b> 9/3 & 9/5	Market Research: It's What You Know <i>Video Case: Domino's Pizza</i>  Consumer Research: It's Who You Know <i>Video Case: Goodwill</i> <b>Cases, teams and due dates announced</b>	<b>September 3</b> A&K: 4  <b>September 4</b> A&K: 5
<b>Week 4</b> 9/10 & 9/12	Segmentation, Targeting & Positioning: Who You Need to Know Best <i>Video Case: Boston Harbor Cruises</i>  Review – Case Study Discussion TBD	<b>September 10</b> A&K: 6  <b>September 12</b> Sakai: Case Study TBD
<b>Week 5</b> 9/17 & 9/19	<b>Exam 1</b>  Product & Services Strategy: It's Who Knows You <i>Video Case: Life is Good</i>	<b>September 17</b> In-Class Exam <b>September 19</b> A&K: Chapter 7 Sakai: P&G Lines
<b>Week 6</b> 9/24 & 9/26	Branding Strategy: It's Who Knows You <i>Video Case: Swiss Army Brands</i>  Guest Lecture: Brand Health Indicators, <i>Todd Cantrell</i>	<b>September 24</b> A&K: 7 Sakai: Branding <b>September 26</b> Sakai: TBD
<b>Week 7</b> 10/1 & 10/3	New Product Development: It's How You Live (Or Die) <i>Video Case: Subaru</i> <b>Due: Group 1 Case Study Assignments</b>  Pricing: It's How You Make Money (Or Not) <i>Video Cases: Hammerpress</i> <b>Due: Marketing by the Numbers 8</b>	<b>October 1</b> A&K: 8  <b>October 3</b> A&K: 9
<b>Week 8</b> 10/8 & 10/10	Marketing Channels I: It's How You Connect <i>Video Case: Gavina Gourmet Coffee</i> <b>Due: Marketing by the Numbers 9</b>  Marketing Channels II: It's How You Connect <i>Video Cases: HSN and WellBeing</i> <b>Due: Marketing by the Numbers 11</b>	<b>October 8</b> A&K: 10  <b>October 10</b> A&K: 11
<b>Week 9</b> 10/15	<b>Exam 2</b>  <b>(No Class 10/17: Fall Break)</b>	<b>October 15</b> In-Class Exam

<b>Week 10</b> 10/22 & 10/24	IMC I: It's How You Connect (Advertising and Public Relations) <i>Video Case: OXO</i> <b>Due: Group 2 Case Study Assignments</b>  Guest Speaker: Mark Rockett, CEO, Rockett Interactive	<b>October 22</b> A&K: 12 <i>Sakai: POE</i>  <b>October 24</b> <i>Sakai: TBD</i>
<b>Week 11</b> 10/29 & 10/31	IMC II: It's How You Connect (Personal Selling and Sales Promotion) <i>Video Cases: Medtronic and Nudie</i>  IMC III: It's How You Connect (Direct and Inbound Marketing) <i>Video Case: HSN</i>	<b>October 29</b> A&K: 13  <b>October 31</b> A&K: 14
<b>Week 12</b> 11/5 & 11/7	Social Media ROI Guest Speaker: Professor JoAnn Sciarrino  Guest Speaker: <i>Clay Schossow, New Media Campaigns</i>	<b>November 5</b> <i>Sakai: Social Media II</i>  <b>November 7</b> Inbound Marketing
<b>Week 13</b> 11/12 & 11/14	Guest Speaker: Mobile Marketing (TBD) <b>Due: Group 3 Case Study Assignments</b>  Creating Competitive Advantage I	<b>November 12</b> <i>Sakai: Mobile</i>  <b>November 14</b> <i>Sakai: Competitive Adv.</i>
<b>Week 14</b> 11/19 & 11/22	Creating Competitive Advantage II  Social Marketing: Changing Behavior for Good Guest Speaker: <i>Mike Newton –Ward, NC Division of Public Health</i>	<b>November 19</b> <i>Sakai: US Wine Industry</i>  <b>November 22</b> <i>Sakai: Social Marketing</i>
<b>Week 15</b> 11/26	<i>In-Class Case Study TBD</i> <b>Due: Group 4 Case Study Assignments</b>  <b>Thanksgiving Break: No Class Thursday 11/28</b>	<b>November 26</b> <i>Sakai: HBR Case TBD</i>
<b>Week 16</b> 12/3	Semester Wrap-Up/Summary	<b>December 3</b>
<b>Final Exam</b> 12/10	<b>8am to 11am/CA 143</b>	<b>December 10</b> <b>Final Exam</b>