

Concepts of Marketing

JOMC 475.1

Spring 2017

(Posted 1.11.17)

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Class: Mon. and Wed. 9:30am to 10:45am

Office Hours: Wed. 8:30-9am & Thurs. 2-2:30pm & 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.

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 (13th edition) by Gary Armstrong and Philip Kotler (2017)
- Hand-held calculator
- Assigned Sakai Readings

Sakai

We 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. 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 and services marketing.
- Know how to calculate and interpret key marketing metrics
- Apply marketing concepts to business case studies.

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 two assignments that require you to apply marketing principles and compare and contrast those principles across two brands/organizations.
- 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 **Monday, May 1, 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 want to present. I will take **no more than two examples** on any given class day, so it's in your best interest to not wait until the end of the semester to act. Each student may do this only once during the semester.
- You will verbally share how the example lines up with a marketing concept(s) in three minutes or less.

- Stories/examples must be no more than two weeks 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. You may also source articles from: Fast Company, Fortune, Business Week, the Marketplace section of The Wall Street Journal, Adweek and Advertising Age.

Compare and Contrast Assignments

Students will be placed into teams of two to work on **two assignments** that apply marketing principles and compare and contrast those principles across two brands or organizations. More specific information will be shared the week of January 23rd. Please email Chioma Ihekweazu (TA) **by 11pm Wednesday, January 18**, at cihekwe@live.unc.edu, 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. Completed assignments should be uploaded to Sakai by Noon on the deadline stated. Late submissions will not be accepted.

Graduate Students

Each graduate student will conduct primary research, write a 24-page paper, and make a presentation to the class on **Wednesday, April 19th**. Please schedule an appointment to meet with me before **Wed., February 8th** to talk further with me about your project and research paper, which is due **Wed., April 12th at 11pm**. 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 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.

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 Media and Journalism. 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 at 9:30am 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 Advertising.
- 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 company’s mission statement and positioning.

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%		

Graduate students will receive a grade of H (95+), P (80-94), L (60-79), or F (<60).

Grading Policy

No substitute dates will be given for exams. Evaluation components will be weighted as follows (graduate student weighting is noted in parentheses):

Exam I	20% (18)
Exam 2	20% (18)
Final Exam	21% (18)
Assignment 1	11% (11)
Assignment 2	11% (11)
Marketing Math	10% (8)
Class Participation	5% (0)
Research Requirement	2% (0)
Research Paper (Grad Only)	----- (16)
TOTAL	100%

Professional obligations

- **Honor Code:** You are expected to conduct yourself within the guidelines of the [University honor system](#). 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. You may retrieve the full document, [The instrument of student judicial governance](#).
- **Diversity and Inclusion:** The School of Media and Journalism adopted [diversity and inclusion mission and vision statements](#) in spring 2016 with accompanying goals. It complements the University policy on [Prohibiting Harassment and Discrimination](#). 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.
- **Harassment:** UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, dos@unc.edu or 919/966-4042.

Special Accommodations: If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need information about disabilities visit the [Accessibility Resources & Service Office website](#), call 919/962-8300, or use NC Relay 711.

Accrediting values and competencies: The School of Media and Journalism'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 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.

Concepts of Marketing/Spring 2016 Class Schedule
(Posted 1.11.17)

Weeks	Topic/Deliverables	Required Reading
Week 1 1/11	What is Marketing?	January 11 A&K: 1
Week 2 1/16 & 1/18	No Class – MLK Day Company and Marketing Strategy: It's About Relationships <i>Due: Preferred teammate names to cihekwe@live.unc.edu by 11pm</i>	January 16 No Class – MLK Day January 18 A&K: 2 <i>Sakai: General Acctg Terms</i> <i>Sakai: Metrics Examples</i>
Week 3 1/23 & 1/25	The Marketing Environment: It's About Context Market Research: It's What You Know <i>Due: Marketing Math 1</i>	January 23 A&K: 3 January 25 A&K: 4 <i>Sakai: NC Pop Growth</i>
Week 4 1/30 & 2/1	Consumer Research: It's Who You Know <i>Video Case: Goodwill</i> Segmentation, Targeting & Positioning: Who You Need to Know Best	January 30 A&K: 5 February 1 A&K: 6 <i>Sakai: Marketer Responses*</i>
Week 5 2/6 & 2/8	Guest Speaker: Todd Cantrell, Repositioning brands <i>Due: Assignment #1 to the Sakai site</i> <i>Deadline for graduate student meetings re: research project Exam 1</i>	February 6 A&K: Review 1-6 February 8 In-Class Exam
Week 6 2/13 & 2/15	Product, Services and Branding Strategy: It's Who Knows You New Product Development: It's How You Live (Or Die) Guest Speaker: Kevin Nathanson <i>Due: Marketing Math 2</i>	February 13 A&K: 7 + P&G Lines February 15 A&K 8
Week 7 2/20 & 2/22	Product Development and Design Thinking Pricing: It's How You Make Money (Or Not)	February 20 <i>Sakai: Design Thinking</i> February 22 A&K 9 <i>Sakai: Disney Pricing</i>
Week 8 2/27 & 3/1	Marketing Channels I: It's How You Connect <i>Due: Marketing Math 3</i> Marketing Channels II: Retailing & Wholesaling <i>Video Case: HSN</i>	February 27 A&K: 10 March 1 A&K:11 <i>Sakai: Whole Foods CPG</i>
Week 9 3/6 & 3/8	Integrative Case Studies and Review <i>Due: Marketing Math 4</i> Exam 2	March 6 <i>Sakai: Canada Goose</i> March 8 In-Class Exam
Week 10 3/13 & 3/15	NO CLASS – SPRING BREAK	

Week 11 3/20 & 3/22	Social Marketing: Changing Behaviors for Good Guest Speaker: Chioma Ihekweazu IMC I: It's How You Connect (POE Media)	March 20 Sakai: Social Marketing March 22 A&K: 12
Week 12 3/27 & 3/29	IMC II: (Direct, Online, Social Media and Mobile Marketing) Attribution Modeling Guest Speaker: Drew Ford, iProspect	March 27 A&K: 14 March 29 Sakai: Readings TBD
Week 13 4/3 & 4/5	Social Media & Marketing Guest Speaker: Joe Cabosky Guest Speaker: Allen Bosworth, CEO	April 3 Sakai: Readings TBD April 5
Week 14 4/10 & 4/12	IMC: Sales Promotion and Personal Selling Case Study TBD <i>Due: Graduate Student Research Papers</i>	April 10 A&K: 13 April 12
Week 15 4/17 & 4/19	<i>Group Work Time for Assignment #2</i> Graduate Student Research Presentations	April 17 April 19
Week 16 4/24 & 4/26	Global Marketing Sustainable Marketing: Social Responsibility & Ethics	April 24 A&K: 15 April 26 A&K: 16
Final Exam 5/1	8am to 11am/CA 143	May 1 Final Exam 8am-11am