

Concepts of Marketing

MEJO 475.1 | Maymester 2017

(Posted 5.16.17)

Instructor: Dr. Heidi Hennink-Kaminski
Office: 361 Carroll Hall
Email: h2kamins@unc.edu

Class: M-F 9:00am – 12:15pm; CA 141
Office Hours: M/T/W 8:30-9am 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.

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 (13th edition) by Gary Armstrong and Philip Kotler (2017)
- Assigned Sakai Readings
- *Note: You'll receive 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.*

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 company'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.
- Apply marketing concepts to develop a marketing plan as part of a team.

Course Format

Prior to each class, it is expected that you will have read the assigned chapter and other readings posted to Sakai. Class is meant to be interactive. We'll review key concepts, answer any questions you may have about the readings, and spend the balance of the class period applying the concepts to current events and case studies. After the first week, you'll break into groups the final 45 minutes of the class to work on a marketing plan for a fictitious product/brand.

Requirements for the Course

- Attend all classes (there will be two graded assignments to be completed during class)
- Make a class presentation relating a marketing situation 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.

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.

Individual Presentations

Each student will be assigned an article or a brief case study tied to a specific marketing concept(s). Beginning the second week, three students will each make a 10-minute presentation to the class to present the article/case and discuss how it exemplifies a concept covered in the course. For maximum impact, you are encouraged to weave in additional concepts that are illustrated in the article.

Individual Presentation Schedule

#	Date	Article/Concept	Presenter
1	Friday, 5/19	Insurance/Marketing Environment	
2	Friday, 5/19	China+Cheese/Wants, Demand, Growth	
3	Friday, 5/19	College Football/Portfolio Planning	
4	Monday, 5/22	Star Trek Cruise/Subcultures	
5	Monday, 5/22	Mac Pro/Portfolio Planning	
6	Monday, 5/22	Halal/Market Demand + Environment	
7	Tuesday, 5/23	New Vacations/Marketing Strategy	

8	Tuesday, 5/23	Zalando/Competitive Advantage+Growth	
9	Tuesday, 5/23	Round Plus Square/Cause Marketing	
10	Wednesday, 5/24	AirBNB/Brand Positioning	
11	Wednesday, 5/24	Apex Ski Boots/Product Development	
12	Wednesday, 5/24	Aristotle/Product Development	
13	Wednesday, 5/24	H&M/PLC	
14	Thursday, 5/25	Beauty & Bakeware/Brand Development	
15	Thursday, 5/25	Adidas/Product Life Cycle	
16	Thursday, 5/25	Microsoft/PLC + Portfolio Planning	
17	Thursday, 5/25	Golden Door/PLC + repositioning	
18	Tuesday, 5/30	Sam's Club China/Retailing+Growth	
19	Tuesday, 5/30	Mirror, Mirror/Retailing	
20	Tuesday, 5/30	U.S Dental Labs/Value Chain+Pricing	
21	Wednesday, 5/31	Whole Foods/Positioning + Retail	
22	Wednesday, 5/31	Kering Brands/Supply Chain	
23	Wednesday, 5/31	Apple Music/TBD	
24	Wednesday, 5/31	Beautiful Destinations/Social Media	

Grading Policy

No substitute dates will be given for exams. Evaluation components will be weighted as follows; you will each complete a peer evaluation form to be turned in the last day of class, which will be used to adjust individual grades accordingly.

Individual Component	Group Component
Exam 1 – 22%	Fieldwork assignment – 15% Marketing plan – 30%
Exam 2 – 22%	
Presentation – 11%	
Total: 100%	

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%	

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 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 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 | Maymester 2017
Class Schedule
(Posted 5.16.17)

Class	Topic/Deliverables	Text/Readings
1 Wednesday, May 17	9:00-9:30am Introduction to the course 9:30-10:15am Marketing 101 <i>Video Case: Zappos</i> 10:15-10:25 Break 10:25-11:10 Strategic Planning 101 11:10-11:20 Break 11:20-12:15 Fieldwork Assignment – Part A	A&K: 1 & 2
2 Thursday, May 18	9:00-10:00 Understanding the Marketing Environment <i>Video Case: Ecoist</i> 10:00-10:10 Break 10:10-11:15 The Marketing Information System <i>Video Case: Domino's Pizza</i> 11:15-11:25 Break 11:25-12:15 Field Work Assignment – Part B	A&K: 3 & 4 Sakai: Dominos Pizza Sakai: NC Pop. Growth
3 Friday, May 19	9:00-9:30 Presentations 1-3 9:30-10:10 Consumer Behavior & Research <i>Video Case: Goodwill</i> 10:10-11:10 Franklin Street Exercise 11:10-11:20 Break 11:20-12:15 Group Project Introduction	A&K: 5 Sakai: CDJ req. (Also posted is the slightly longer seminal article).
4 Monday, May 22	9:00-9:30 Presentations 4-6 9:30-10:20 Marketing Strategy-Segmentation & Targeting <i>Video Case: Boston Harbor Cruises</i> 10:20-10:30 Break 10:30-11:20 Guest lecture: Todd Cantrell, Scivation 11:20-11:30 Break 11:30-12:15 Group Project - Research Plan: What do you know and what you need to find out?	A&K: 6 Sakai: Marketer Responses
5 Tuesday, May 23	9:00 – 10:15 Exam 1 10:15-10:25 Break 10:25-10:55 Presentations 7-9 10:55-11:20 Product Strategy 11:20-11:30 Break 11:30-12:15 Brand Strategy <i>Video Case: Swiss Army Brands</i>	In-Class Exam A&K: 7 Sakai: P&G Lines
6 Wednesday, May 24	9:00-9:30 Presentations 10-13 9:40-10:20 New Product Development & Design Thinking <i>Video Case: Subaru</i> 10:20-11:30 UNC-CH Maker Space Exercise 11:40-12:15 Group Project Time	A&K: 8 Sakai: Design Thinking

<p>7 Thursday, May 25</p>	<p>9:00-9:30 Presentations 14-17 9:30-10:20 Pricing Strategy <i>Video Case: Hammerpress</i> 10:20-10:30 Break 10:30-11:20 Value Chain and Channel Partners <i>Video Case: Gavina Coffee</i> 11:20-11:30 Break 11:30-12:15 Group Project – Marketing Strategy</p>	<p>A&K: 9 & 10 Sakai: Disney Pricing</p>
<p>8 Friday, May 26</p>	<p>9:00-11:00 Group Project Time: Target: Product/Brand Strategy + Pricing Strategy View Retailing & Wholesaling (online module)</p>	<p>A&K: 11</p>
<p>Monday, May 29</p>	<p>NO CLASS -MEMORIAL DAY HOLIDAY</p>	
<p>9 Tuesday, May 30</p>	<p>9:00-9:30 Presentations 18-20 9:30-10:20 Advertising + Public Relations in an IMC/POE World 10:20-10:30 Break 10:30-11:20 Attribution Modeling: Drew Ford, iProspect 11:20-11:30 Break 11:30-12:15 Group Project: Target: Distribution + Promotion</p>	<p>A&K: 12</p>
<p>10 Wednesday, May 31</p>	<p>9:00-9:30 Presentations 21-24 9:30-10:20 Personal Selling + Sales Promotion 10:20-10:30 Break 10:30-11:20 Direct Marketing + Canada Goose 11:20-11:30 Break 11:30-12:15 Group Project: Target: Promotional Strategy</p>	<p>A&K: 13 & 14 Sakai: Slotting Fees Canada Goose</p>
<p>11 Thursday, June 1</p>	<p>Group Project Presentations: Team 1: 9:00 – 9:25am Team 2: 9:30 – 9:55am Team 3: 10:00 – 10:25am Team 4: 10:30 – 10:55am Final Exam Review</p>	<p>Marketing Plan presentations + Peer Evaluations Due</p>
<p>12 Friday, June 2</p>	<p>Final Exam, 9am to 12pm</p>	