

Concepts of Marketing

MEJO 475.1 | Fall 2017

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Class: Tues. and Thurs. 11:00am – 12:15pm; CA 143
Office Hours: Tues. 1:45-2:30pm and by appointment
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 in a digital and social world. The course emphasizes the role of marketing communication within the larger business context from both the client and agency perspectives.

Required Materials

- Marketing: An Introduction (13th edition) by Gary Armstrong and Philip Kotler (2017)
- ISBN-13: 978-0-13-414953-0

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. 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 or 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.
- Understand the major factors that influence consumer behavior.
- 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 similarities and differences between product/service marketing and social marketing.
- Know how to calculate and interpret key marketing metrics.
- Apply marketing concepts to business case studies.

Course Format and Participation

Prior to each class, it is expected that you will have read the assigned chapter and Sakai readings. During class, 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. **Participation represents 10% of your final grade and represents a real-world skill necessary to compete and succeed in advertising, public relations and marketing. Successful students prepare for EACH class by completing all the pre-work, including reading articles, cases review, and questions.** Class participation is based on the quality of your contributions in class, based on the course material and is necessarily subjective. Quality participation does not equal “air time”. Some of the criteria for evaluating effective class participation include:

- Is the participant prepared?
- Do comments show thorough evidence of analysis of the article or the case?
- Do comments add to our understanding of the situation?
- Does the participant go beyond simple repetition of the article or case facts?
- Do comments show an understanding of theories and concepts presented in class lectures or reading materials?
- Is the participant a good listener?
- Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
- Is the participant an effective communicator? Are concepts presented in a concise and convincing fashion?

Here is the rubric of how I will grade participation each class:

Points/Week	Standard Demonstrated
1	Precise, well-reasoned POV, with reference to course material or relevant current events; supports position or question with factual information from course material.
0.5	Offers relevant and interesting response to a question posed by instructor or fellow student, with citation or reference to course material.
0.5	Offers relevant an interesting question, with reference to course material.
0	Does not participate; does not actively engage.

Attendance Policy

Please arrive on time so that we may start promptly. Attendance is expected at every class but not a sufficient condition for a good participation grade. Crucial 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 responsibility to check in with**

me immediately after class. Failure to do so will result in your being recorded as absent. To accommodate life's inevitable emergencies, you may miss no more than TWO classes. **If you miss more than three classes, your final grade will be reduced by one percentage point per class missed after the two absences.**

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 and actively participate in discussion.
- 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.
- 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.
- Complete three exams.

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 **Thursday, December 14th, from 12pm to 3pm.**

Comparative Analysis Assignments

Students will be placed into teams of two to work on **three assignments** that apply, compare, and contrast marketing principles and across brands or organizations. More specific information will be shared the week of August 28th. Please email Elliott Gentile (TA) **by 11pm Thursday, August 24th**, at egentile@live.unc.edu with the names of one or two people with whom you would like to work. If you do not email Elliott by this deadline, you will be assigned a partner. Completed assignments should be uploaded to Sakai by the date and time stated. Late submissions will not be accepted. You will complete a peer evaluation for each assignment.

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. 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, December 6th**, 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.

Zinger Cards

Each student will be given a named index card. You have the opportunity during the semester to earn 2 extra credit 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 three examples** on a Zinger-eligible class day, so it’s in your best interest to not wait until the end of the semester to act. There are 18 eligible class days, which yields 54 opportunities in the semester. Each student may do this only once during the semester. Class periods eligible for Zinger cards are denoted with an “*” on the schedule below.
- 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:
 - <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.

Grading Policy

No substitute dates will be given for exams with the exception of three final exams being scheduled on the same day (requiring approval by the undergraduate senior associate dean). Evaluation components will be weighted as follows:

Exam I	22%
Exam 2	22%
Final Exam	25%
Assignment 1	10%
Assignment 2	10%
Participation	10%
Research Requirement	1%
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 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 | Fall 2016 Class Schedule (Posted 8.22.17)

Weeks	Topic/Deliverables	Required Reading
Week 1 8/22 & 8/24	Introduction to Course <i>Video Case: Eskimo Joe</i> What is Marketing? <i>Due: Assignment partner requests by 11pm to egentile@live.unc.edu</i>	August 22 August 24 A&K: 1 Sakai: China+Cheese Article
Week 2 8/29* & 8/31*	Strategic Planning and Marketing Strategy: It's About Relationships The Marketing Environment: It's About Context <i>Video: Ecoist</i>	August 29 A&K: 2 Sakai: College Football Sakai: Mac Pro August 31 A&K: 3 Sakai: Insurance Article Sakai: Halal Article
Week 3 9/5 & 9/7	Political campaigns and the marketing of people – Dr. Daniel Kreiss, Guest Lecturer Strategic Planning and Portfolio Analysis – From the client's viewpoint -Todd Cantrell, Guest Lecturer	September 5 Sakai: Kreiss Pol Camp September 7 Sakai: Mintel Report, 2016
Week 4 9/12 & 14*	L'Oreal Group Case Study <i>Due: Assignment #1 submitted to Sakai by 11pm</i> Market Research & Consumer Research: It's What You Know <i>Video Case: Domino's Pizza</i>	September 12 Sakai: Mintel Report, 2016 September 14 A&K: 4 Sakai: Domino's Pizza
Week 5 9/19* & 9/21*	Consumer Research: It's Who You Know Segmentation, Targeting & Positioning: Who You Need to Know Best <i>Video Case: Boston Harbor Cruises</i>	September 19 A&K: 5 Sakai: Edelman 1 & 2 Sakai: Star Trek Cruise September 21 A&K: 6 Sakai: New Vacations Sakai: AirBNB
Week 6 9/26* & 9/28	Marketing Strategy Wrap Up Exam 1	September 26 Sakai: Case Study TBD Sakai: Zalando Sakai: Round+Square September 28 In-Class Exam
Week 7 10/3* & 10/5	Product, Services and Branding Strategy: It's Who Knows You New Product Development & Design Thinking <i>Guest Lecture</i>	October 3 A&K: 7 Sakai: P&G Lines Sakai: Apex Ski Boots Sakai: Aristotle Sakai: Beauty & Bakeware October 5 A&K 8 Sakai: H&M Sakai: Microsoft Sakai: Golden Door
Week 8 10/10* & 10/12	Pricing: It's How You Make Money (Or Not) No Class – University Day	October 10 A&K: 9 Sakai: TBD

Week 9 10/17* & 10/19	Marketing Channels I: It's How You Connect <i>Video Case: Gavina Gourmet Coffee + Progressive Insurance</i> NO CLASS – FALL BREAK	October 17 A&K: 10 Sakai: U.S. Dental Labs Sakai: Kering Brands
Week 10 10/24* & 10/26*	Marketing Channels II: It's How You Connect Pulling it all together: Canada Goose + Articles Due: Assignment #2 via Sakai by 11am	October 24 A&K: 11 Sakai: Experiential Mktg Sakai: Whole Foods Sakai: Mirror, Mirror Sakai: Sam's Club China October 26 Sakai: Canada Goose
Week 11 10/31 & 11/2*	Exam 2 IMC I: It's How You Connect (Overview, Ad, PR)	October 31 In-Class Exam November 2 A&K: 12 Sakai: POE Readings
Week 12 11/7* & 11/9*	IMC II: Direct, Online, Social Media and Mobile Marketing <i>Video Case: HSN</i> Digital Advertising and Attribution Modeling <i>Guest Speakers: Drew Ford and Kelly, iProspect</i>	November 7 A&K: 14 Sakai: Beautiful Destinations November 9 Sakai: TBD
Week 13 11/14* & 11/16	IMC III: It's How You Connect (Personal Selling and Sales Promotion) <i>Guest Speaker: Jenille Hess</i> Guest Lecture, Allen Bosworth, Erwin Penfield	November 14 A&K 13 November 16
Week 14 11/21*	Sustainability and Marketing Due via Sakai: Assignment #3 NO CLASS – THANKSGIVING BREAK	November 21 A&K: 16 Sakai: TBD
Week 15 11/29 & 12/1*	Global Marketing <i>Guest Lecture</i> Competitive Advantage	November 29 A& K: 15 Sakai: TBD December 1 Sakai: Porter Readings
Week 16 12/6*	Blue Ocean Strategies	December 6 Sakai: Blue Ocean readings
Final Exam 12/14	Noon to 3pm/CA 143	December 14 Final Exam