

Concepts of Marketing

JOMC 475.1 – Revision 2

Spring 2018

(Posted 1.27.18)

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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 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)
- HBR Case Studies (Canada Goose, L'oreal, Marvel Comics) – purchase instructions forthcoming.
- Assigned Sakai Readings and HBR Case Studies

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. The PowerPoint slides for each day's lecture will be available in a PowerPoint file on the course Sakai site. Before coming to class each day, please access and read the PowerPoint slides for that day's lecture so that you'll have your own file of the slides in class and be familiar with the content before class. Many students open the PowerPoint files in the "Notes" view and take notes on their laptops during class in the notes space under each slide. ALSO: Readings from the Internet and other sources are indicated in the schedule and are available either on the Sakai site or on the Web via the Internet. You will need Internet access and will need to monitor the course Sakai site and your UNC email account on a regular basis for important course information, announcements and digital PDF "handouts."

Electronic Devices:

All electronic devices must be silenced and stored away during class. However, you may use a laptop (or similar device, i.e., electronic pad) ONLY to create class notes on the PowerPoint slides (open PowerPoint file in "Notes" view) or using word processing software. All other applications must be closed (no texting, messaging, Facebooking, Instagramming, etc.). Any non-class related use of laptops (or other electronic devices) during class is not permitted and may cause you to lose your laptop privileges for the semester at a minimum. This policy also holds true for when we have guest speakers. Unless you are taking notes, laptops should be closed to allow you to fully engage with these industry experts who are giving their valuable time to enhance your learning experience.

Email Correspondence

All course-related email messages will be sent to your official UNC email address ONLY via UNC email, Sakai and/or ConnectCarolina. In addition, all course-related email messages that you send to the instructor and graduate teaching assistant should be sent using your official UNC email address ONLY please. Emails sent from other domains (i.e., gmail, hotmail, yahoo, etc.), especially with attachments, often are trapped by the UNC spam filters and not delivered. Please check your UNC email account regularly and be sure to clean out your "inbox" so that incoming email will not get "bounced."

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. Although the course is similar to the marketing course offered in the Kenan-Flagler School of Business, it is taught with the assumption that students are more oriented toward marketing communication and are as likely to work for an agency or media company as 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), 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 also will be able to use what is taught in the course – fundraising 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 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 7% 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 two classes, your final grade will be reduced by one percentage point per class missed after the three 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 must:

- 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 classmates to complete three assignments that require you to apply marketing principles and compare and contrast those principles across different 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 **Friday, May 4th from 8am to 11am.**

Assignments

Students will be placed into teams of two to work on **three assignments**. More specific information will be shared the week of January 15th. Please email Elliott Gentile (TA) **by 11pm Tuesday, January 16th**, at egentile@live.unc.edu with the names of one or two people with whom you would like to work (or with whom you'd prefer not 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 at 9:30am, in printed format, on the last day of class, Thursday, April 26th**, 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%
A- =	90-92%	C =	74-76%
B+ =	87-89%	C- =	70-73%
B =	84-86%	D+ =	67-69%
B- =	80-83%	D =	60-66%
		F =	<66%

Grading Policy

No substitute dates will be given for exams except for when a student has three final exams scheduled on the same day. This substitution requires formal approval by the undergraduate senior associate dean. Evaluation components will be weighted as follows:

Exam 1	20%
Exam 2	20%
Exam 3	22%
Assignment 1	10%
Assignment 2	10%
Assignment 3	10%
Participation	7%
Research Requirement	1%

TOTAL	100%
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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 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 cover all the values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address the following values and competencies:

- 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 – R2
(Posted 1.27.18)

	Weeks	Topic/Deliverables	Required Preparation
Module One: Marketing Strategy	Week 1 1/11	What is Marketing?	January 11 A&K: 1
	Week 2 1/16 & 1/18	Company and Marketing Strategy The Marketing Environment <i>Due: Preferred teammate names to egentile@live.unc.edu by 11pm</i>	January 16 A&K: 2 January 18 A&K: 3
	Week 3 1/23 & 1/25	Market Research and the MIS <i>Case Video: Domino's Pizza</i> Consumer Behavior	January 23 A&K: 4 Sakai: Domino's Pizza January 25 A&K: 5
	Week 4 1/30 & 2/1	Segmentation, Targeting & Positioning: <ul style="list-style-type: none"> • Team #1 Presentation Client Briefing and Review: Michelle Maclay from NC TraCS <ul style="list-style-type: none"> • Team #2 Presentation 	January 30 A&K: 6 February 1 Sakai: TBD
	Week 5 2/6 & 2/8	Brand repositioning, Todd Cantrell, Disruptive Industries <i>Due: Assignment #1</i> Exam 1	February 6 February 8 In-Class Exam
Module Two: Product and Channel Strategies	Week 6 2/13 & 2/15	Product and Services Strategy <ul style="list-style-type: none"> • Team #5 Presentation Branding <ul style="list-style-type: none"> • Team #6 Presentation • Team #7 Presentation 	February 13 A&K: 7 Sakai: P&G Lines February 15 TBD
	Week 7 2/20 & 2/22	New Product Development and Design Thinking <ul style="list-style-type: none"> • Team #8 Presentation Guest Speaker – Dannielle Passingham <ul style="list-style-type: none"> • Team #3 Presentation 	February 20 A&K: 8 February 22
	Week 8 2/27 & 3/1	Pricing: It's How You Make Money (Or Not) <ul style="list-style-type: none"> • Team #4 Presentation <i>Due: Assignment #2</i> Marketing Channels I: It's How You Connect <ul style="list-style-type: none"> • Team #9 Presentation 	February 27 A&K: 9 March 1 A&K:10
	Week 9 3/6 & 3/8	Marketing Logistics – Kevin Nathanson Marketing Channels II: Retailing & Wholesaling <ul style="list-style-type: none"> • Team #10 Presentation 	March 6 Sakai: TBD March 8 A&K: 11
	Week 10 3/13 & 3/15	NO CLASS – SPRING BREAK	
	Week 11 3/20 & 3/22	The Great Retail War – Amazon, Walmart, Whole Foods & Target <ul style="list-style-type: none"> • Team #11 Presentation Exam 2	March 20 Sakai: Retail War Readings Sakai: Canada Goose March 22 In-class Exam
Week 12	IMC + Paid, Earned, Owned Media	March 27	

	3/27 & 3/29	<ul style="list-style-type: none"> • Team #12 Presentation • Team #13 Presentation IMC: Sales Promotion and Personal Selling (Jenille Hess)	A&K: 12 Sakai: TBD March 29 A&K: 13
	Week 13 4/3 & 4/5	Mobile, Direct, and Social Media Marketing <ul style="list-style-type: none"> • Team #14 Presentation • Team #15 Presentation Attribution Modeling, Drew Ford, iProspect	April 3 A&K: 14 Sakai: TBD April 5 Sakai: TBD
	Week 14 4/10 & 4/12	Case Study Integration <ul style="list-style-type: none"> • Team # 16 Presentation • Team # 17 Presentation Guest Speaker: Allen Bosworth, CEO EP & Company	April 10 Sakai: L’Oreal Social Media April 12 Sakai: TBD
Module Four: Competitive Advantage	Week 15 4/17 & 4/19	Blue Ocean Strategy I <ul style="list-style-type: none"> • Team # 18 Presentation Blue Ocean Strategy II	April 17 Sakai: Porter’s Five Forces Sakai: Blue Ocean April 19 Sakai: Marvel Comics Case
	Week 16 4/24 & 4/26	Sustainability I, Guest Speaker Dr. Carol Hee Sustainability II, UNC-Chapel Hill Three-Zeroes Initiative and Tour	April 24 A&K: 16 Sakai: Method Case Study April 26
	Final Exam 5/4	8am to 11am	May 4 Final Exam 8am-11am