



Concepts of Marketing

class number : MEJO 475.001

academic term : Fall Semester 2018

instructor : Kevin Nathanson

meeting days : Tuesdays & Thursdays

meeting time : 11:00am to 12:15pm

location : Carroll Hall rm 143

final exam : Thur Dec 13 @ 12:00pm

dates : 08.21.2018 – 12.13.2018

email : knathans@email.unc.edu

office : Not so much...

office hours : 1hr before class, by app't

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.

course overview

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 & 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 financial forecasting and inventory management and explore in more depth the role and function of marketing communication and strategy 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, product marketing manager or public relations manager for either a consumer products marketer (e.g. Procter & Gamble or Amazon) 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 for anyone who wants to run his or her own business someday. People who want to work for non-profit organizations will 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.

course objectives and competencies

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.

required materials

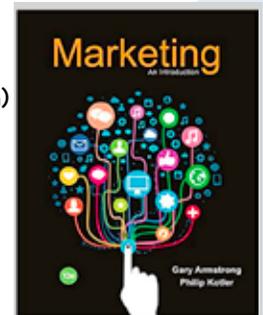
Marketing: An Introduction (13th edition)
by

Gary Armstrong and
Philip Kotler

ISBN-13:
978-0134149530

laptop computer
(for exams)

Assigned Sakai Readings



class resources

I will always use our Sakai website to organize any class documents and post them for you to download. You can reach the log-in page at <http://sakai.unc.edu>. You will need your ONYEN/PW to log in.

note:

The course syllabus is a general plan for the course; changes announced to the class by the instructor will probably occur.



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Know how to calculate and interpret key marketing metrics.

Apply marketing concepts to business case studies.

Write correctly and clearly in forms and styles appropriate for the marketer in the contemporary business environment.

Understand the basic financial drivers and metrics used in marketing.

course format

Prior to each class, it is expected that you will have completed the assigned readings. 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 from those readings to current events and case studies.

class participation

Class participation is essential in this class. To that end, we will use a physical 'chip' or token system to ensure that all students participate in each class session. You will receive a chip when you first participate (i.e. speak) in each class. I will then continue to ask questions, but I will first want to hear from someone who does not yet have a chip. Only when everyone has had a fair chance to earn a chip will I open up responses to a 'first come - first serve' model. **DO NOT LOSE YOUR CHIPS!** At our last class session I will collect them from each student and count them. I will use that count to determine your class participation score. In this fashion, you will all have an equal opportunity to receive the maximum possible class participation score, but only if you participate—and attend—every class!

attendance policy

Class attendance is essential to this class. Critical information for exams and assignments will come directly from class, and may not be covered in the readings. Roll will be called verbally, precisely at 11:00am (iPhone time). If you are late, it will count as 1/2 an absence. You are provided with three pre-excused absences; do *not* squander them! ***If you miss more than three classes, your final grade will be reduced by one overall semester percentage point per class missed after three absences.*** Example: Your semester work results in a 91% grade (A-). You miss five classes. Final grade = 89% (B+).

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, short, and long essay. Exam duration will be 1h15m. 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 13th at 12:00pm (3hrs). All exams will be given in our classroom using the class Sakai site, therefore *you will need a laptop with which to select and write your answers*. Grades and exam feedback will also be provided via Sakai. ***No make-up exams will be given without prior arrangement before the scheduled exam date and time!*** If you have received an evaluation from ARS, <http://ars.unc.edu> that results in you receiving special exam accommodations, then you must inform me one week prior to our exam so that I can make suitable arrangements.

course requirements

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:

1. Attend all classes.

Really. It will be very difficult to capture all the information given in lecture from someone else's notes, and there is a lot of information in each lecture, as we cover a large amount of material over the semester.

2. 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.

3. Carefully(!) complete the assigned marketing math problems.

4. Complete the three Marketing Briefs as described.

5. Actively participate in class when called upon.

6. Complete three exams which may include 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.

note:

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Course Project

You will each be asked to prepare three “marketing briefs”, which are required to be no more than two pages in length, and will contain marketing data on a public company, organization, or entity. You will be given a rubric during the course for what is to be included in these briefs. They will all be due on the same date, approximately two to three weeks before the end of the semester, depending on the number of students we have in the course. After they are handed in, we will use multiple course sessions to discuss them, and I will ask specific and relevant questions about the concepts we covered, and how those concepts are manifested in the companies you chose. Your briefs will each be worth 25% of the project grade, and your discussion and analysis during the class sessions above will make up the final 25% of your grade.

To point out the obvious, it would certainly behoove you to attend all of those discussion sessions, as I will be calling on class members randomly, based on the subject we are discussing and its relevance to the companies they selected.

“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. People who work anywhere around marketing activities are expected to understand the financial measures you will learn in these exercises, and will also need to understand how they are calculated. Without that basic knowledge, you will not be able to understand financial targets and how to meet them.

Therefore, to help you understand the financial underpinnings of marketing, you will be assigned two or three marketing math problem sets throughout the semester. DO NOT PANIC! The math part is relatively simple, but it is critical that it is done correctly, and with a high level of attention to detail. This is because a mistake ‘early’ in a set of calculations will ‘cascade’ all the way through every ensuing calculation, making all of the following results incorrect. Therefore I suggest that you do not wait until the last minute to do your homework!

Homework must be done individually! Do *not* work together on homework! If I suspect that you have not worked alone, I will treat it as a potential honor code violation, with all of the discomfort and inconvenience that can bring.

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 for all assignments in this class. There is no group assignment. You may retrieve the full document, The instrument of student judicial governance at <https://facultyhandbook.unc.edu/files/2018/02/Instrument.pdf>

course grade components

No substitute dates will be given for exams. Evaluation components will be weighted as follows:

Exam 1	17%
Exam 2	18%
Final Exam	25%
Project	20%
Marketing Math Assignments	10%
Class Participation	10%
TOTAL	100%

grading scale

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	60-66%
F	<60%



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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.

harrassment

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.



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date	topic & deliverables	required reading
tu-08.21	Personal Introductions, Course Introduction and overview	n/a
th-08.23	Marketing–Capturing Customer Value	A&K - chapter 1
tu-08.28	Marketing Strategy and Partnerships	A&K - chapter 2
th-08.30	Marketing Math: The MEJO-ized version Note: DO NOT MISS THIS CLASS! http://business.tutsplus.com/tutorials/how-to-read-an-income-statement--cms-44	A&K - appendix 3
tu-09.04	Analyzing the Marketing Environment DUE: Marketing by the Numbers #2-13 and #2-14 - APPL vs. MSFT (p.64)	A&K - chapter 3
th-09.06	Managing Marketing Information exam article/case distribution	A&K - chapter 4
tu-09.11	Understanding Buyer Behavior	A&K - chapter 5
th-09.13	Exam #1 (Chapters 1–5)	exam article/case
tu-09.18	Customer Driven Marketing Strategy	A&K - chapter 6
th-09.20	Products, Services and Brands	A&K - chapter 7
tu-09.25	Developing New Products and the PLC	A&K - chapter 8
th-09.27	Pricing DUE: Marketing by the Numbers #8-13 and #8-14 - Dental House Calls (p.261)	A&K - chapter 9
tu-10.02	Marketing Channels exam article/case distribution	A&K - chapter 10
th-10.04	Exam review and project coaching	exam article/case
tu-10.09	Exam #2 (Chapters 6–10)	exam article/case
th-10.11	Retailing and Wholesaling	A&K - chapter 11
tu-10.16	Guest Lecturer Laura Marshall - Subject: Real World Public Relations	A&K - chapter 12
tu-10.23	Selling and Sales Promotion DUE (maybe): Marketing by the Numbers #9-13 and #9-14 - A&F (p.297)	A&K - chapter 13
th-10.25	Direct and Online Marketing	A&K - chapter 14 selected readings from google.com/think - TBD
tu-10.30	Guest Lecturer - Subject: Big Data	n/a
th-11.01	Global Marketplace	A&K - chapter 15
tu-11.06	Flex day, Work day/coaching - finalize group projects	n/a
th-11.08	Sustainable Marketing DUE: Marketing Briefs	A&K - chapter 16
tu-11.13	Marketing Brief Discussions	n/a
th-11.15	Marketing Brief Discussions	n/a
tu-11.20	Marketing Brief Discussions	n/a
tu-11.27	Marketing Brief Discussions	n/a
th-11.29	How to find, get (and keep) a great job	n/a
tu-12.04	Exam review day and class evaluations	Exam case materials
th-12.13 (12pm)	Exam #3 / Final Exam (Chapters 11–16) / (Comprehensive)–3 hours	Exam case materials