

Concepts of Marketing
MEJO 475.1 | Maymester 2019
(Revision Posted 5.16.19 to include individual presentations)

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Class: M-F 9:00am – 12:15pm; CA 141
Office Hours: M/T/W 8:30-9am; 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 one exam that tests knowledge of concepts and your ability to apply them to real-world business scenarios.
- Work as a pair to complete two in-class assignments and one field assignment.
- 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.

Exam

The final exam will include multiple-choice and short essay questions.

Individual Presentations

Each student will be assigned an article tied to a specific marketing concept(s). Presentations are 8 to 10 minutes long. The student presents the article/case and discuss how it exemplified the assigned concept(s) covered in the course. For maximum impact, you are encouraged to weave in additional concepts that are illustrated in the article. Please refer to page 8 of the syllabus to see the article/concept assignments and the grading rubric.

Triad Assignments

Each student will partner with two other students the first week of class to complete two in-class assignments and one field assignment.

Grading Policy

No substitute date will be given for the final exam. 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	Triad Component	Group Component
Individual Presentation – 15%	SWOT Analysis Assignment – 10%	Marketing plan + Presentation – 25%
Final Exam – 25%	Marketing Environment Assignment – 10%	
Participation – 5%	Fieldwork Assignment – 10%	
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 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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Class Schedule (Posted 5.15.19)

Class	Topic/Deliverables	Text/Readings
1 Wednesday, May 15	Introduction to the course Marketing 101 Break Strategic Planning 101 Break Eskimo Joe Video & Discussion SWOT --graded assignment--upload to Sakai by 1230pm	A&K: 1 & 2
2 Thursday, May 16	Understanding the Marketing Environment Break The Marketing Information System Domino's Pizza Video & Discussion Break The Environment -- graded assignment; upload to Sakai by 12:30pm	A&K: 3 & 4 Sakai: Domino's Pizza
3 Friday, May 17	9:00-12:15 Fieldwork Assignment <i>Due: Upload Sakai by 11pm Saturday, May 18</i>	FIELDWORK!
4 Monday, May 20	Presentations 1-3 Consumer Behavior Break Marketing Strategy-Segmentation & Targeting <i>Video Case: Boston Harbor Cruises</i> Break Introduction to Group Project	A&K: 5 & 6 Sakai: Edelman 1 and 2
5 Tuesday, May 21	Presentations 4-7 Product Strategy Break Brand Strategy <i>Swiss Army Brands</i> Break Group Project Time	A&K: 7 Sakai: P&G Lines
6 Wednesday, May 22	Presentations 8-10 New Product Development & Design Thinking <i>Video Case: Subaru</i> Break <i>Guest Speaker Todd Cantrell, Scivation</i> Break Group Project Time	A&K: 8 Sakai: Design Thinking
7 Thursday, May 23	Presentations 11-13 Pricing Strategy <i>Video Case: Hammerpress</i> Break Value Chain and Channel Partners Break Group Project Time	A&K: 9 & 10

<p>8 Friday, May 24</p>	<p>Presentations 14-16 Retailing and Wholesaling Break The Great Retail Wars – Guest Speaker Break Group Project Time</p>	<p>A&K: 11 Sakai: Retail War Readings</p>
<p>Monday, May 27</p>	<p>NO CLASS -MEMORIAL DAY HOLIDAY</p>	
<p>9 Tuesday, May 28</p>	<p>Presentations 17-19 Advertising + Public Relations in an IMC/POE World Break AI for Marketing – <i>William Ammerman, Guest Speaker</i> Break Group Project Time</p>	<p>A&K: 12 & 14 Sakai: Programmatic Ad Buying</p>
<p>10 Wednesday, May 29</p>	<p>Presentations 20-22 Personal Selling – <i>Jenille Hess, Guest Speaker</i> Break Sales Promotion Canada Goose Case Break Group Project Time</p>	<p>A&K: 13 Sakai: Canada Goose</p>
<p>11 Thursday, May 30</p>	<p>Group Project Presentations: Team 1: 9:00 – 9:30am Team 2: 9:40 – 10:05am Team 3: 10:15 – 10:40am Team 4: 10:50 – 11:15am <i>Upload marketing plans, presentation deck, and peer evaluations to Sakai by 7AM!</i></p>	<p>6am deadline for uploading plan, presentation deck, and peer evals.</p>
<p>12 Friday, May 31</p>	<p>Final Exam, 9am to Noon</p>	<p>Final Exam</p>

Triads and Group Project Teams | MEJO 475 – Concepts of Marketing Maymester 2019

The class has been segmented into four 6-person teams, as well as “A” and “B” sub-groups within each team. The subgroups comprise the “triad” team, which will work together on the first three assignments (i.e., SWOT, Marketing Environment, Fieldwork).

For example, Caroline, Lizzie, and Reid will form a triad for the first three assignments (Team 1-A). Emma, Dawson, and Libby will form a triad for the first three assignments (Team 1-B). All six students will be on Team 1 for the group project.

	Team 1	Team 2	Team 3	Team 4
A	Brammer, Caroline	Adzema, Peyton	Kramer, Emily	Hawkins, Haley
A	Nunnally, Lizzie	Edwards, Kendall	Le, Vi	Matthews, Clara
A	Pack, Reid		Jones, Macy	Place, Dawson
B	Shell, Emma	Odom, Cameron	Robinson, Alex	Poole, Vaughan
B	Simpson, Dawson	Short, Elizabeth	Shvueli, Ronnie	Rhinehard, Natalie
B	Sloan, Libby	Stallings, Portie	Williamson, John	

Each team member will receive a peer evaluation form to complete and submit the morning of the presentations (Thursday, May 30th). I will adjust final project grades by team member if needed based on this input. Please be sure to carry your weight and actively participate with your team. The group project is worth 25% of the final grade.

SWOT Analysis Assignment (10%) | MEJO 475 - Concepts of Marketing Maymester 2019

This exercise is intended to help reflect on the information in today's lecture and apply it to a real-world situation. A **SWOT analysis** evaluates an organization's overall strengths (S), weaknesses (W), opportunities (O), and threats (T) (see Figure 2.7). Strengths include internal capabilities, resources, and positive situational factors that may help the company or organization to serve its customers and achieve its objectives. Weaknesses include internal limitations and negative situational factors that may interfere with the organization's performance. Opportunities are favorable factors or trends in the external environment that the organization may be able to exploit to its advantage. And threats are unfavorable external factors or trends that may present challenges to performance. Objectives should logically follow conclusions from the SWOT analysis, and the strategy recommended should support the objectives. The marketing strategy should identify the target market(s), positioning, and the marketing mix (product, price, place, and promotion).

In 1965, more than 40 percent of American adults were smokers. That percentage has now fallen to less than 18 percent. Tobacco companies have dealt with this threat by developing new markets overseas and also developing alternative nicotine products such as electronic cigarettes (e-cigarettes). Juul is one such company and tobacco giants Marlboro and Altria have ownership stake in the company.

Review the information below and create a SWOT analysis for Juul. It may help to consider yourselves part of Juul's marketing team.

<https://www.fda.gov/tobacco-products/rules-regulations-and-guidance/fdas-deeming-regulations-e-cigarettes-cigars-and-all-other-tobacco-products>

<https://www.theverge.com/2018/10/31/18047790/electronic-cigarettes-vaping-juul-myblu-vuse-logic-fda-crackdown>

<https://www.juul.com> – the “Our Mission” and “About Us” sections

Select one team member to upload the SWOT analysis to the Assignment section of Sakai no later than 12:30pm, Wednesday, May 15th. Please be sure to list the name of all three team members at the top of the document. This assignment is worth 10% of your final grade for the course.

Marketing Environment Assignment (10%) | MEJO 475 - Concepts of Marketing Maymester 2019

This exercise is intended to help you apply the marketing environment concepts from class to Sony Corporation. Please read the short Sony case study and answer the following questions based on the information provided in the case:

1. Discuss three micro-environmental factors that have affected Sony's performance since 2000?
2. Discuss four macro-environmental factors that have affected Sony's performance since 2000?
3. Based on this information, what do you believe stands in the way of Sony's success today?

Select one team member to upload the Marketing Environment document to the Assignment section of Sakai no later than 12:30pm, Thursday, May 16th. Please be sure to list the name of all three team members at the top of the document. This assignment is worth 10% of your final grade for the course.

Marketing Fieldwork Assignment | MEJO 475-Concepts of Marketing | Friday, 5/17 Maymester 2019

This exercise is intended to help you bond with some of your group project teammates and to initiate you into the world of marketing! There are three parts to this assignment. As you work on the assignment, it's important that you do your best to take an objective approach by trying to remove yourself from consideration as a current or prospective customer of the retailer that you will visit. As a reminder, here are your teams:

	Team 1	Team 2	Team 3	Team 4
A	Brammer, Caroline	Adzema, Peyton	Kramer, Emily	Hawkins, Haley
A	Nunnally, Lizzie	Edwards, Kendall	Le, Vi	Matthews, Clara
A	Pack, Reid		Jones, Macy	Place, Dawson
B	Shell, Emma	Odom, Cameron	Robinson, Alex	Poole, Vaughan
B	Simpson, Dawson	Short, Elizabeth	Shvueli, Ronnie	Rhinehard, Natalie
B	Sloan, Libby	Stallings, Portie	Williamson, John	

Here are your retailer assignments – be sure to visit in the prescribed order so two teams aren't on premise at the same time!

Team 1A: CVS & Walgreens

Team 1B: Johnny T-Shirt & Underground Printing

Team 2A: Walgreens & CVS

Team 2B: Underground Printing & Johnny T-Shirt

Team 3A: Ye Old Waffle Shop & Waffle House (\$ for coffee provided)

Team 3B: Carolina Coffee Shop & Sutton's (\$ for coffee provided)

Team 4A: Waffle House & Ye Old Waffle Shop (\$ for coffee provided)

Team 4B: Sutton's & Carolina Coffee Shop (\$ for coffee provided)

Here is the schedule to follow for the day.

9:00-9:30am: Part A: Reflexivity (in Carroll Hall)

9:40-10:10am Part B – Retailer #1

10:15-10:45am Part B – Retailer #2

11:00-12:15pm Part C – Analysis (in Carroll Hall)

PART A: Reflexivity

Each team member should begin by taking a moment to think about your prior engagement with both retailers. Then write a few sentences to identify your relationship with the brand (this is called a reflexivity exercise to acknowledge your existing relationship with the brand). For example, have you entered the establishment? Have you made a purchase? How frequently? What do you think about this establishment based on your experience or based on your perception? Who do you think the customer base is? ***Essentially you are acknowledging anything that might affect your ability to objectively complete this project.*** Now do your best to separate your own personal prior experiences from the observations you'll make today. Try to focus only on what you observe today when you make your field notes. ***Please include the reflexivity statement from each team member in your submission.***

Each team members' response for each retailer should be included in PART A of the report.

Part C: Comparison. To be completed as a team in Carroll Hall after you share your observations for Part B.

1. How does each retailer differentiate and position itself against the other? Be sure to provide sufficient detail.
2. Based on your observations, are both retailers going after the same target market? Why or why not?
3. How does each competitor execute these strategies in their marketing mix (e.g., product offering, environment, pricing, promotion)?
4. Which of these competitors do you believe to be most successful? Why? Which element(s) of that competitor's marketing mix has contributed to its success?
5. Describe the customers that you see in the store. What are their specific behaviors? How do these current customers align/not align with the people you described in your answer to #3?
6. Describe the signage or any promotional materials that you see in the store.
7. Based solely on your observations today, list three words that you would use to describe this retailer/space.
8. What is this retailer's mission statement (check online and in-store for commitment signage).

Submission Instructions

Please appoint one team member as scribe to aggregate, edit, and submit the final report to the "Assignment" section of Sakai. The report is due 11pm Saturday, 5/18. Please keep in mind the service this individual provided to the team as you determine work assignments for the final project!

Guidelines for Individual Presentations | MEJO 475 | Maymester 2019

Each assigned article is a bit different, but here are some general guidelines for how to structure your presentation to the class. Each presentation should last **seven to ten minutes**. In addition to the assigned article, be sure to visit the website for the brand/company so you can share additional background. A short video is required. **Your PowerPoint deck should be uploaded to the Assignment section of the Sakai site by 6am the morning of the presentation.** If not uploaded, points will be deducted from the grade. Alternatively, if you are still tweaking the morning of your presentation, you may provide me with a hard copy (paper) of the deck (feel free to print more than one slide per page). This presentation is worth 15% of your final grade.

1. Provide some background information about your company/brand (e.g., location, annual sales, product category, year established, who are its competitors, anything hot/current). Be sure to include citations of at least three additional sources unless your article has “*”, in which case it is a lengthy, comprehensive source and only one additional source is required.
2. What is the mission statement for the company/brand?
3. Based on the article, what is the business issue faced by the company/brand?
4. Tie the article to the assigned marketing concept/s and feel free to identify other concepts we’ve discussed in class that tie-in (note that students presenting later on will have more opportunities to demonstrate this).
5. Share any screen captures from lecture slides. Be sure to include a brief video to help illustrate (note that the video should not replace YOUR discussion of the topic/article).

Grading Rubric
Core Concepts (60) <i>Did the student demonstrate a foundational understanding of the core elements of topic in a way that demonstrated synthesis of additional (3) sources beyond the text and links provided by the instructor and provide citations? Did the students include sufficient assets (e.g., video, concept figures/tables)?</i>
Engagement (10) <i>Did the students engage with the audience during the presentation?</i>
Marketing Concepts Acumen (15) <i>Did the students demonstrate an understanding of <u>other</u> relevant marketing concepts covered in the course thus far?</i>
Presentation Quality & Technical Specifications (15) <i>Did the students create audience-friendly, error-free slides/materials to communicate the concept and its application? Were the students professional in their demeanor? Was the presentation uploaded by Sakai by the deadline? Did the students meet the 7 to 10-minute requirement?</i>

Concept/Article Presentation Assignments

#	Date	Key Concept	Presenter	Article
1	M 5/20	Wants, Needs, Demands		*World Changing Ideas by Vincent Viriot. Fast Company, May 2019, pp. 54-66.
2	M 5/20	Customer Relationship Management		*Don't Mess with our points. Points-obsessed travelers are terrified of losing perks by Patrick Clark. Bloomberg Businessweek, August 6, 2018, pp. 46-51.
3	M 5/20	Strategic Planning		Disney's Latest Blockbuster Isn't in theaters by Adam Lashinsky. Fortune.com, May 1, 2019, pp. 13-14.
4	T 5/21	Strategic Planning		*The most valuable Company for now is having a Nadellaissance by Austin Carr and Dina Bass. Bloomberg Businessweek, May 2019, pp. 36-41.
5	T 5/21	Growth Strategy (Product/Market Exp Grid)		When groceries have cult appeal by Matthew Boyle. Bloomberg Businessweek, April 15, 2019, pp. 16-18.
6	T 5/21	Growth Strategy (Product/Market Exp Grid)		Korean beauty goes mainstream by Kim Bhasin. Bloomberg Businessweek, May 6, 2019, pp. 32-33.
7	T 5/21	Marketing Environment		How A.I. ate the Colonel by Rachel Change. Bloomberg Businessweek, March 25, 2019, pp. 16-17.
8	W 5/22	Marketing Environment		*What Gen Z Wants by James Ellis. Bloomberg Businessweek, April 29, 2019, pp. 12-19.
9	W 5/22	Marketing Environment		The No-buzz beer boom by Thomas Buckley. Bloomberg Businessweek, April 22, 2019, pp. 20-21.
10	W 5/22	Marketing Environment: Sustainability		*Fashion's plastic problem is bigger than you can imagine by Elizabeth Segran. Fast Company April 2019, pp. 78-83
11	R 5/23	Targeting Strategy		An adventure with purpose by Lindsey Tramuta. Fortune.com, May 1, 2019, pp. 36-37.
12	R 5/23	Differentiation		*Your Robot Overlord, Fast Company April 2019, pp. 42-49, 94.
13	R/5/23	Positioning		Serenity Now by Chris Rovzar. Bloomberg Businessweek, May 6, 2019, pp. 55-57.
14	F 5/24	Branding		No brand names, just lower prices by Sarah McBride. Bloomberg Businessweek, August 6, 2018, pp. 32-33.
15	F 5/24	Brand Equity		*Patron made tequila top-shelf. Will Bacardi dilute it? By Tom Genoways. Bloomberg Businessweek, August 6, 2018, pp. 52-57.
16	F 5/24	New Product Development		The ear is the new wrist by Josh Dean. Bloomberg Businessweek, April 22, 2019, pp. 56-61.
17	T 5/28	PLC		It's a big world after all by Yasmin Gagne. Fast Company, April 2019, pp. 22-23.
18	T 5/28	New Product Development		*They are coming for your eyeballs by Drake Bennett. Bloomberg Businessweek, May 13, 2019, pp. 38-45.
19	T 5/28	Retail		A retailer breaks all the rules by Lisa Du. Bloomberg Businessweek, April 22, 2019, pp. 16-18.
20	W 5/29	Block Chain and Supply Chain		Farm to table? Check the blockchain by Luzi-Ann Javier. Bloomberg Businessweek April 18, 2018 pp. 22-24.
21	W 5/29	Retail		Taking Back 5 th Avenue by Phil Wahba. Fortune.com, April 1, 2019, pp. 43-45.

22	W 5/29	Social Media		The Kids use Tik Tok now because data-mined videos are so much fun by David Ramli and Shelly Banjo. Bloomberg Businessweek, April 22, 2019, pp. 62-65.
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