

Concepts of Marketing | MEJO 475.1 | Spring 2020

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Class: Tuesday + Thursday 11am to 12:15pm

Office Hours: Thurs. 12:30 to 1:30pm & by appointment

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 (14th edition) by Gary Armstrong and Philip Kotler (2020)
- Assigned Sakai Readings

Sakai

We will use a Sakai website to organize class documents and post them for you to download. You can reach the login page at sakai.unc.edu. You will need your Onyen and password. 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 will be familiar with the content. 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. I have listed additional readings on the weekly schedule. 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:

Silence and store all electronic devices 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, close your laptop to allow you to fully engage with industry experts who are giving their valuable time to enhance your learning experience.

Email Correspondence

I will send all course-related email messages to your official UNC email address ONLY via UNC email, Sakai and/or ConnectCarolina. All course-related email messages that you send to me or the graduate teaching assistant should be sent using your official UNC email address. 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 “bounce.”

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.

The concepts, strategies and tactics we study can be applied to corporations, for-profit and nonprofit organizations, activist groups, nongovernmental organizations, organizations promoting forms of social change, political parties or movements, and government organizations. Similarly, when you see the terms “buyers” or “customers”, you can also think of subscribers, voters, volunteers, applicants, and donors.

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 the role of marketing 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.
- Apply marketing concepts to business case studies.

Course Format

I expect that you will come to class prepared to discuss. This requires advance reading of all assigned materials. 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.

Class Participation

Class participation is essential to this course. 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 I will collect and count each student’s chips. 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

Attendance is essential to this class. Crucial information for exams and assignments will come directly from the classroom experience, not just the assigned readings. Roll will be called verbally precisely at 11am. If you are late, it is your responsibility to see me after class to confirm I have you marked as present. The University is implementing a new attendance policy, which stipulates that *“No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences”*:

- 1) authorized University activities;
- 2) disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC);
- 3) significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

You may seek an official excuse for your absence(s) from the [University Approved Absence Office](#) (UAAO) and provide documentation to me. In addition, I provide you each with two non-University approved absences, the equivalent of missing one week of class. ***If you miss more than two classes, your final grade will be reduced by one overall semester percentage point per class missed after the three absences.*** Example: Your semester work results in a 91% grade (A-). You miss four classes. Final grade = 89% (B+).

Course Requirements

Fair warning – we will cover a lot of territory over a short time period. 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.
- Answer questions for 10 case studies that apply concepts to real companies.
- Work with a partner to complete a marketing brief that applies marketing principles to a publicly traded company.
- 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, short-, and long essay. The final exam will include a cumulative component, requiring you to integrate concepts from the entire course. The final exam is scheduled for **Monday, April 27th from 12 to 3pm**. All exams will be given in the classroom using the class Sakai site; therefore you will need a laptop with which to select and write your answers. Substitute dates for exams are granted only for reasons in University policy. If you have received an evaluation from ARS, <http://ars.unc.edu> that results in exam accommodations, you must inform me one week prior to the exam so that I may make suitable arrangements.

Company Mini-Cases

Each student will read and respond to 10 case studies. Your answers to the assigned questions should be posted to the Assignment section of the Sakai site **before 9am** the morning of the class. No late submissions will be accepted, as cases will be discussed in class. Each case will be graded on a 10-point scale.

Marketing Brief

Students will work in teams of two on a marketing brief for a publicly traded company. More specific information will be shared the week of January 14th. Through the Assignment section of the Sakai site, please share 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 complete this assignment by the deadline of **12:30pm Thursday, January 16th**, you will be assigned a partner. Each team must provide to the Assignment section of the Sakai site a ranking of three companies for the assignment by the deadline of **12:30pm Thursday, January 30th**. If you do not complete this assignment, will be assigned a company. Company assignments will be announced **Thursday, February 6th**. Marketing briefs are due to the Sakai site no later than **9pm Tuesday, April 7th**. Late submissions will not be accepted. You will complete a peer evaluation for this assignment and individual grades may be adjusted based on the evaluations.

Research Requirement

Each undergraduate student is required to complete **two hours** of research over the course of the semester. You may fulfill this requirement by participating in two hours of academic research studies in the School of Media and Journalism or by writing 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. Reports will be due **9:30am, in printed format, at the beginning of the class on Thursday, April 22; no late submissions accepted**. Your report may take one of two forms:

- 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%	B- =	80-83%	D =	60-69%
A- =	90-92%	C+ =	77-79%	F =	<60%
B+ =	87-89%	C =	74-76%		
B =	84-86%	C- =	70-73%		

Grading Policy

Evaluation components are weighted as follows:

Exam 1	20%	Participation Tokens	3%
Exam 2	20%	<u>Research Requirement</u>	<u>1%</u>
Exam 3 (Comprehensive)	24%	TOTAL: 100%	
Marketing Brief	20%		
In-Class Cases	12%		

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 Hussman School 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

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office. See the ARS Website for contact information: <https://ars.unc.edu> information or email ars@unc.edu. Relevant policy documents as they relate to registration and accommodations determinations and the student registration form are available on the [ARS website under the About ARS tab](#).

Accrediting Values and Competencies

The Hussman School'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 2020 Class Schedule (Posted 1.9.20)

Date	Topic & Deliverables	Required Preparation
Th. Jan. 9	Personal Introduction, Course Introduction and Overview	n/a
Tu. Jan. 14	*Marketing – Capturing Customer Value	Read: A&K – Chapter 1 Read: Chick-fil-A Case p. 525 and answer and upload questions 1-3
Th. Jan. 16	Marketing – Capturing Customer Value II Video: Eskimo Joe <i>Due to Sakai/Assignments by 12:30pm: Marketing Brief Partner Preference</i>	Read: A&K – Chapter 1
Tu. Jan. 21	Strategic Planning, Marketing Strategy and Partnerships <i>Partner assignments announced</i>	Read: A&K – Chapter 2
Th. Jan. 23	*Analyzing the Marketing Environment	Read: A&K – Chapter 3 Read: Fitbit Case, p. 529 and answer and upload questions 1-3
Tu. Jan. 28	Managing Marketing Information with the MIS Video: Domino's Pizza	Read: A&K – Chapter 4 Read: Sakai: Domino's Pizza
Th. Jan. 30	Understanding Consumer Behavior <i>Due to Sakai/Assignments by 12:30pm: Ranked list of companies for brief</i>	Read: A&K – Chapter 5 Read: VALS: http://www.strategicbusinessinsights.com/vals/ustypes.shtml Take Survey/find type: www.strategicbusinessinsights.com/vals/presurvey.shtml Complete: Eating observation assignment
Tu. Feb. 4	*Marketing Strategy Video: Boston Harbor Cruises	Read: A&K – Chapter 6 Read: 5-Hour Energy Case, p. 535 and answer/upload questions 1-2 Complete Zip Code Lookup/Hometown: https://claritas360.claritas.com/mybestsegments/?_ga=2.50251054.962053897.1548949493-1007117418.1548949493#zipLookup
Th. Feb. 6	Exam #1 (Chapters 1-6) <i>Market Brief assignments announced</i>	Read: Sakai: Exam article: "Pizza for the People"
Tu. Feb. 11	Product & Service Strategy	Read: A&K – Chapter 7 Reference: Sakai: P&G Lines
Th. Feb. 13	*Brand Strategy Video: Swiss Army Knife	Read: A&K – Chapter 7 Read: Sakai: Brands Aren't Everything Read+Answer: MINI Case Study, p. 537. Answer/upload questions 2, 3
Tu. Feb. 18	*New Product Development	Read: A&K – Chapter 8 Read+Answer: Sakai: James Dyson's Electric Shock and answer/upload questions
Th. Feb. 20	Design Thinking: Guest Speaker Dr. Jayne Jeffries/IDEO	Read: Sakai: Design Thinking
Tu. Feb. 25	*Pricing Strategy Video: Hammerpress Printing	Read: A&K – Chapter 9 Read: Trader Joe's Case, p. 541. Answer/upload questions 1-2
Th. Feb. 27	Understanding 10Ks and other financials	Read: TBD Read: Review the marketing capabilities section of your company's 10K

Date	Topic & Deliverables	Required Preparation
Tu. March 3	*Marketing Channels Videos: Gavina Coffee, Progressive Insurance	Read: A&K – Chapter 10 Read: Target Case, p. 543, answer/upload questions 1, 2, 4
Th. March 5	Putting it all together: Guest Lecture: Todd Cantrell, Disruptive Industries	
Spring Break – NO CLASS March 10 or March 12		
Tu. March 17	*Retailing and Wholesaling	Read: A&K – Chapter 11 Read: Bass Pro Shops Case, p. 545, answer/upload questions 1-3
Th. March 19	Case Study & Review for Exam	Read: Sakai: Canada Goose Case Read: Sakai: Stitch Fix thinks outside the box
Tu. March 24	Exam #2 (Chapters 7-11)	Read: Sakai: Exam article: “I’m Lovin’ It: CEO Steve Easterbrook is leading McDonald’s into the age of code”
Th. March 26	Marketing Brief Project Day	
Tu. March 31	*Paid, Earned, Owned, Shared	Read: A&K – Chapter 12 Read: Linked In Case, p. 549, answer/upload questions
Th. April 2	<i>Guest Speaker</i> Allen Bosworth, President EP+Co	
Tu. April 7	Sales Promotion and Personal Selling Video: Medtronic, Nudie <i>Due to Sakai by 9pm: Marketing Briefs</i>	Read: A&K – Chapter 13
Th. April 9	Direct and Online Marketing	Read: A&K – Chapter 14
Tu. April 14	Attribution Modeling: Drew Ford, iProspect	
Th. April 16	Emerging Technology and Marketing: <i>Guest Speaker Professor Steven King</i>	Read: Sakai: TBD
Tu. April 21	Competitive Advantage	Read: Sakai: Porter’s Five Forces
Th. April 23	*Application and Exam Prep: Spotify	Read: Sakai: Spotify saved the music industry. Now what?; answer/upload questions.
Mon. April 27 FINAL EXAM: 12pm to 3pm (Comprehensive)		

*denotes dates when Company Case responses due.

MEJO 475: CONCEPTS OF MARKETING | SPRING 2020

Marketing Brief and Analysis

Due @ 12:30pm January 16 – Names of preferred (or avoid) teammates (upload to Sakai site/Assignment)

Due @ 12:30pm January 30 – Ranked list of companies (upload by team member with last name alpha to Sakai site/Assignment)

Due @ 9pm April 7 – Marketing Brief and Analysis (upload by team member with last name alpha to Sakai site/Assignment)

Value: 20% of Course Grade

What is a Marketing Brief?

A marketing brief is a written guide prepared for a company that focuses on its marketing strategy, tactics, and operations. It includes facts and history about marketing activities and captures the company's competitive landscape.

The purpose of this assignment is to have you understand the basic financial performance of a company, its position in the marketplace, and to consider what its marketing strategy should be moving forward. In doing so, you will apply the marketing concepts and tools covered in class. The final briefing paper should be focused and cohesive. A successful briefing paper will require a minimum investment of 15 hours. Make sure you adequately describe the current situation based on the resources and then articulate recommendations in the analysis section. The analysis section should reflect your own thinking while the description section represents facts/status.

Step One: Company Selection (due January 30).

- ✓ Rank order four publicly traded companies from the list – be sure to you can find readily available marketing information that meets the criteria below (don't assume you'll be able to find information later if your search today doesn't show much).
- ✓ Pick some area that you like or have some personal interest in (e.g., employment, hobbies, experience)
- ✓ You may have no personal connection to company (e.g., a family member who works there) - sources of information MUST be public

Step Two: Research

Required Resources

- Most recent Annual Report
- Most recent MarketLine SWOT Analysis (see Sakai/Assignment folder for a PowerPoint on how to source from Business Source Premiere database available from Park Library home page).
- Company website
- Minimum of five additional resources from June 2019 to present in the Wall Street Journal, New York Times, Fortune, Fast Company, analyst reports from Bloomberg, or Mintel reports. These resources must be cited in a bibliography. (*Note – the Market Research and/or Industry Profile categories on the BSP database will yield excellent background information*).

Step Three: Writing the Brief (due April 7)

Description Section:

- Company (operational) overview
 - The ‘who, what, when, where, why, and how’ of what the company does.
 - Mission/vision/values.
 - How the company is organized –its SBUs.
- Financial Overview
 - Very basic financial information accessible in the annual report.
 - Revenue and net income trend. Include FY2017 vs. 2016 (annual report) as well as second or third quarter 2018 (analyst reports or SWOT).
 - Interpretations of why (based on annual report and other sources).
- Market Overview/Market Space
 - Who are the competitors?
 - Is this a mature or emerging market?
 - What is the market share of the company in the category?
- SWOT Analysis based on resources. *This should be a snapshot in time – “Opportunities” should not be ideas about what to do next. Rather, what is happening in the external environment that the company could tap into.*
- Company Strategy
 - How has the company been addressing its challenges?

Analysis Section:

- Apply what you have learned to this company. *This will vary for every company; logistics may be absolutely mission critical to one company and almost a forethought to another one.*
- Select and describe the most important marketing elements/practices for your company. If you ran their marketing, what would your priorities be on your ‘to-do’ list? Why? Be sure to use the concepts and vocabulary you have learned in the course thus far.

Specifications:

- Three to four pages for the description section (single-spaced).
- Two to three pages for the analysis section (single-spaced).
- *Note that simply “dumping” information from the sources into these sections does not constitute quality. You need to use vocabulary from the course and demonstrate your understanding of concepts and ability to apply to a real-world company. In four-to-five pages, you should be able to state your briefing and analysis in a parsimonious manner.*

Marketing Brief Assignment | Rubric

Criteria	Points Possible
Company (operational) overview <ul style="list-style-type: none"> • The ‘who, what, when, where, why, and how’ of what the company does. • Mission/vision/values. • How the company is organized –its SBUs. 	10
Financial Overview from annual report <ul style="list-style-type: none"> • Revenue and net income trend. Include FY2017 vs. 2016 (annual report) as well as second or third quarter 2018 (analyst reports or SWOT). • Interpretations of why (based on annual report and other sources). 	5
Market Overview/Market Space <ul style="list-style-type: none"> • Who are the competitors? • Is this a mature or emerging market? • What is the market share of the company in the category? 	10
SWOT Analysis – Is the SWOT complete and are elements attributed correctly to each category?	15
Company Strategy – Does this section accurately state how the company has been addressing its challenges?	5
Analysis Section – Does this section describe the most important marketing elements/practices for the company? Does this section reflect original thinking from the students about what they would do if they ran the marketing department? Does this section include <i>why</i> the students recommend these actions?	30
Use of marketing vocabulary and concepts throughout the brief and particularly in the analysis section.	10
References five additional 2019 sources from approved sources	5
Meets page requirements (3-4 + 2-3 = 7 max w/o sources)	5
Mechanics/grammar/readability/organization	5
TOTAL	100