

# Concepts of Marketing

## MEJO 475.1 | Maymester 2020

(Posted 5.14.20)

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**Instructor:** Dr. Heidi Hennink-Kaminski

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**Required Synchronous Sessions:** M-F 9:00 to 10:30am

**Zoom Office Hours:** M-F 11:00am to 11:30am

*Note: The course syllabus is a general plan for the course; changes announced to the class by the instructor may occur.*

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### 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 (14<sup>th</sup> edition) by Gary Armstrong and Philip Kotler (2020)
- Assigned Sakai Readings

### 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 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 and services marketing.
- Apply marketing concepts to a marketing brief for a publicly traded company.

## Course Format

This is an intensive Maymester course, where we compress an entire semester of marketing concepts into 12 days. It is imperative that you attend all synchronous sessions and complete all asynchronous assignments to pass the course. To meet the contact hours required for a 3-credit hour course (and to spare you from a marathon 3.25 hour Zoom session each day!), you will be expected to complete daily assignments before and after the synchronous sessions.

Here is the general format for the course:

PREPARE (2 hours/the day prior) (Asynchronous)	INTERACT LIVE 9am to 10:30am (Synchronous)	APPLY (30-45 minutes/day) (Asynchronous)
<ul style="list-style-type: none"> <li>Read assigned texts in advance of SSs</li> <li>View pre-recorded Zoom session</li> </ul>	<ul style="list-style-type: none"> <li>Class application activities</li> <li>Break-out group case assignments</li> <li>Class re-cap</li> </ul>	<ul style="list-style-type: none"> <li>Read article posted to Sakai</li> <li>Answer assignment questions</li> </ul>

- You should prepare for each synchronous session and be ready to actively engage in discussion and application exercises. Plan on spending **2 hours each day** preparing on your own for the synchronous sessions by doing the following:
  - Read the assigned chapters from the text/Sakai articles
  - View the pre-recorded Zoom session
- We will meet live (synchronously) for **1.5 hours per day**. Our time together will focus on applying the concepts you will be learning asynchronously. In addition to full class discussions, and individual presentations, you will break into seven groups of four to complete a brief case study assignment. The full class synchronous session will be recorded and posted; your team break-outs will not be recorded. *Please contact me by 5pm Wednesday, May 13 if you anticipate internet connection issues.*
- You will spend about **30 minutes** completing an individual assignment by reading a business article and answering a few questions. It is recommended that you do this after each live session, but you also have the option of completing the work by the end of the subsequent weekend.

## Requirements for the Course

- Prepare for synchronous sessions (SSs) by reading assigned texts and viewing pre-recorded Zoom sessions.
- Actively participate in all SSs, which will be recorded (with the exception of the group breakouts) and posted to the Sakai site.
- Complete seven case study assignments during SSs as part of a four-member team.
- Complete ten individual assignments that apply core concepts to a recent business article.
- Complete a final exam, open book/open notes.

## Breakout Case Study Assignments (n=7) (35% of final grade)

You each have been assigned to a breakout group. During the SSs, I will move you into breakout rooms to read a short case study and answer a series of questions. One group member will upload to Sakai the answers to the questions at the end of the breakout session, which will be graded. The class will regroup for 10 to 15 minutes to compare and contrast answers. *If you miss a breakout session, you will be given an individual assignment to complete over the weekend.*

BOG #1	BOG #2	BOG #3	BOG #4
Atkinson, Lauren	Dunavant, Ally	Hoggard, Frances	Ledford, Lauren
Crisp, Kelly Marie	Elliott, Eve Marie	Horton, Tori	Jeon, Jenny
Dobrowski, Carson	Gill, Kevin Patrick	Kim, Grace	Mangiapane, Alexa
	Hill, Tyler	Kirchoff, Savanna	

BOG #5	BOG #6	BOG #7
McClatchey, Caroline	Meares, Michael	Smolenaars, Eva
Messenger, Jack	Queen, Caroline	Thompson, Abbey
Middleton, Pj	Sessions, Lilly	Tomczak, Melissa
Molina, Ashley	Smith, Jadah	Yarbrough, Katherine

### Article Analysis Assignments (n=9) (35% of final grade)

Each student will analyze nine business articles and apply concepts from the course. It is recommended that students complete each assignment the same day the conceptual material is covered. However, students do have the option to complete the week's assignments by 11pm Sunday. For example, assignments #1 and #2 from the week of May 11<sup>th</sup> may be completed Thursday and Friday, respectively, or turned in by 11pm Sunday, May 17<sup>th</sup>. *Assignments for each week will not be accepted after 11pm Sunday that week and a student will receive a 0 for that assignment.*

### Final Exam (30% of final grade)

The final exam will be held Friday, May 29<sup>th</sup> from 9am to Noon. It will be an open book/open note essay exam that requires students to apply marketing concepts to several business articles that will be provided in advance of the exam.

### Grading Policy

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 team case study grades as necessary.

Individual Component	4-person team component
Article analysis assignments (10): 35% Final Exam: 30%	Break-out case study assignments (7): 35%

### 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](#). The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.
- 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, outlined on the Equal Opportunity and Compliance Office's webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). 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.

- **Seeking Help:**

If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

### **Special Accommodations**

The Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act (504) require that institutions in higher education make reasonable accommodations for students with documented disabilities. Accessibility Resources and Service (ARS) is the designated office to determine reasonable accommodations for students engaging in both seated and on-line courses, clinical and fieldwork experiences, as well as, campus housing and dining.

Accommodations are determined individually to minimize the effects of the disability's impact and functional limitations and to give students an equal opportunity to meet and complete the established academic standards and course/program requirements. Access is a University responsibility and accommodations are implemented in partnership with instructors and other relevant departments and members of the University community.

The process to connect with ARS for accommodations can be found on the "Connect" tab of the ARS Website. Students who are already connected to ARS and with an accommodation record should issue their accommodations notification email as soon as possible from the ARS Hub and reach out to instructors to discuss the implementation of their accommodations. Please contact ARS with any questions through the ARS Website or by email [ars@unc.edu](mailto:ars@unc.edu).

### **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;
- Thinking critically, creatively and independently; and
- Applying basic numerical and statistical concepts.

**Concepts of Marketing | Maymester 2020**  
**Class Schedule (Posted 5.14.20)**

Session	PREPARE (2 hrs/ day prior) (Asynchronous)	INTERACT 9am to 10:30am (Synchronous)	APPLY (30-45 minutes/day) (Asynchronous)
<b>1</b> <b>Wed.</b> <b>May 13</b>	Read: A&K Chapter 1 View: N/A	Introductions <b>What is Marketing?</b> Eskimo Joe Video	N/A
<b>2</b> <b>Thurs.</b> <b>May 14</b>	<b>Read:</b> A&K 2+3 <b>View</b> 2.1 Strategic planning recorded session <b>View</b> 2.2 Marketing planning recorded session <b>View</b> 2.3 The marketing environment recorded session	<b>Strategic Planning</b> <b>The Marketing Environment</b> BOG Case: Amazon (due 10:20am)	<b>Individual Assignment #1:</b> General Motors: “Mary Barra Risks It All”
<b>3</b> <b>Friday</b> <b>May 15</b>	<b>Read:</b> A&K 4+5 <b>Read:</b> Domino’s Pizza (Sakai) <b>Read:</b> VALS: <a href="http://www.strategicbusinessinsights.com/vals/ustypes.shtml">http://www.strategicbusinessinsights.com/vals/ustypes.shtml</a> <b>Take Survey/find type:</b> <a href="http://www.strategicbusinessinsights.com/vals/presurvey.shtml">www.strategicbusinessinsights.com/vals/presurvey.shtml</a> <b>View</b> 3.1: The Marketing Information System <b>View</b> 3.2: Consumer Behavior Factors <b>View</b> 3.3: Consumer Decision Process	<b>Marketing Information Systems</b> <b>Consumer Behavior</b> Domino’s Pizza Video BOG Case: Starbucks (due 10:20am)	<b>Individual Assignment #2:</b> Spanx: Changing the Way an Industry Thinks about Underwear
<b>Sunday</b> <b>May 17</b>	<b>Last chance to submit 5/14 and 5/15 Article Analysis Assignments (11pm via Sakai Assignments)</b>		
<b>4</b> <b>Monday</b> <b>May 18</b>	Read: A&K 6 <b>Complete Zip Code Lookup/Hometown:</b> <a href="https://claritas360.claritas.com/mybestsegments/?_ga=2.50251054.962053897.1548949493-1007117418.1548949493#zipLookup">https://claritas360.claritas.com/mybestsegments/?_ga=2.50251054.962053897.1548949493-1007117418.1548949493#zipLookup</a> <b>View</b> 4.1: Segmentation and Targeting <b>View</b> 4.2: Differentiation and Positioning	<b>Marketing Strategy</b> Boston Harbor Cruises Video BOG Case: 5-Hour Energy (due 10:20am)	<b>Individual Assignment #3:</b> Bumble: Most Dating Apps are Dumpster Files. Bumble gives Women a Better Option.
<b>5</b> <b>Tuesday</b> <b>May 19</b>	Read: A&K 7+8 <b>View:</b> P&G Product Lines <b>View</b> 5.1: Product and Services Strategy <b>View</b> 5.2: Brand Strategy Decisions <b>View</b> 5.3: New Product Development + Product Life Cycle	<b>Product and Brand Strategy, New Product Development</b> BOG Case: Blue Diamond (due 10:20am)	<b>Individual Assignment #4:</b> Dyson: James Dyson’s Electric Shock.
<b>6</b> <b>Wed.</b> <b>May 20</b>	<b>Read:</b> A&K 9 <b>View</b> 6.1: Value-based vs. Cost-based Pricing <b>View:</b> 6.2 Product Launch, Product Mix, and Price Adjustment Strategies	<b>Pricing</b> Hammerpress Video BOG Case: Auto Europe (due 10:20am)	<b>Individual Assignment #5:</b> Real Choices at United Airlines
<b>7</b> <b>Thurs.</b> <b>May 21</b>	<b>Read:</b> A&K 10 <b>View</b> 7.1: Supply Chains and Value Delivery Networks <b>View</b> 7.2: Marketing Systems, Channel Management, and Logistics	<b>Channel Partners and Supply Chains</b> Gavina Coffee Video BOG Case: BDP Intern’t’l (due 10:20am)	<b>Individual Assignment #6:</b> Cold-Storage Warehousing

<b>8 Friday May 22</b>	<b>Read:</b> A&K 11 <b>View</b> 8.1: Retailing and Wholesaling	<b>Retailing &amp; Wholesaling</b> BOG Case: Bass Pro (due 10:20am)	<b>Individual Assignment #7:</b> Forever 21: Forever is a long time.
<b>Sunday May 24</b>	<b>Last chance to submit 5/18- 5/22 IA Assignments (11pm via Sakai Assignments)</b>		
<b>Monday May 25</b>	<b>Memorial Day – No Class</b>		
<b>9 Tuesday May 26</b>	<b>Read:</b> A&K 12 <b>View</b> 9.1: Promotional Strategies & IMC <b>View</b> 9.2: Advertising <b>View:</b> 9.3: Public Relations	<b>Advertising and Public Relations</b> Guest Speaker: Todd Cantrell, Disruptive Industries BOG Case: (due 10:20am)	<b>Individual Assignment #8:</b> Nike’s Take On TJ Campaign
<b>10 Wed. May 27</b>	<b>Read:</b> A&K 13 <b>View</b> 10.1: Personal Selling <b>View</b> 10.2: Sales Promotion	<b>Personal Selling and Sales Promotion</b> Guest Speaker: Jenille Hess, Olympus Corporation Nudie Video Case Study BOG Case: (due 10:20am)	<b>Individual Assignment #9:</b> Canada Goose: Retail at a Crossroads
<b>11 Thurs. May 28</b>	<b>Read:</b> A&K 14 <b>View</b> 11.1: Digital and Direct Marketing	<b>Digital Marketing and Attribution Modeling</b> Guest Speakers: Andrew Ford + Katie Jenkins, iProspect	<b>Read Exam Materials</b>
<b>12 May 29</b>	<b>Final Exam 9am to Noon</b>		