

Concepts of Marketing

MEJO 475.1 | Fall 2020

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Class Meets: TR 11:30-12:45

Class Zoom Link: Meeting ID: 918 2329 8423 | Passcode: 537249

Zoom Office Hours: Mondays 9-9:45am + Wednesdays 11-11:45am

Meeting ID: 370 814 2683

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

Course Description

This course is designed for students anticipating careers in advertising, public relations, or marketing and teaches the vocabulary and basic concepts of marketing as it will be practiced, emphasizing the role of marketing communication. This course provides the larger business context within which marketing communication occurs.

Required Materials

- Marketing: An Introduction (14th edition) by Gary Armstrong and Philip Kotler (2020)
- Assigned Sakai Readings and Videos

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 be able to:

- ✓ Distinguish between strategic planning, marketing strategy, and communication strategy.
- ✓ Explain how marketers work with upstream and downstream partners to create and deliver customer value.
- ✓ Identify the components of a customer-driven marketing strategy and marketing mix.
- ✓ Calculate key marketing metrics that drive decision-making.
- ✓ Appraise the marketing activities of a publicly traded company.
- ✓ Apply marketing concepts to current business situations.

Course Format

I have **flipped** the classroom this semester. Students are expected to **prepare** in advance of class (1 to 2 hours for each class period), **interact** in a meaningful way during our class time together, and complete a number of **application** assignments spread across the semester. In addition to trying to engage remote learners synchronously, I will record each class period for asynchronous viewing using the one static camera in the classroom (this is the technology provided).

The course is organized around three pillars:

PREPARE (Asynchronous) <ul style="list-style-type: none">• Read assigned texts in advance of class.• View pre-recorded Zoom sessions and videos• Prepare and submit answers to the class prep assignments	INTERACT (Synchronous) <ul style="list-style-type: none">• Class application activities• Break-out group case studies and other application exercises• Class re-cap	APPLY (Graded Assignments) <ul style="list-style-type: none">• Marketing Brief• Exams
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- You should prepare for each synchronous session and be ready to actively engage in discussion and application exercises. I will spotlight some of the key concepts in class, but expect you to do your homework to learn the core concepts listed for each chapter. Completing this work in advance of each class period will allow you to meaningfully contribute to your own and your classmates' experience, make it much easier to study for the three exams, and enhance the quality of your marketing brief. Plan on spending 1-2 hours 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 sessions which emphasize key points from the text
 - View other material posted to the Sakai site.
 - Prepare and submit answers to the class prep assignments.
- We will interact (synchronously) during scheduled class periods. Our time together will focus on applying the concepts you will be learning as you prepare asynchronously. In addition to discussing the assigned class prep exercises, we will break into groups to complete other application assignments and regroup to debrief. Remote learners will break into virtual groups and in-person learners will break into physical groups.

Requirements for the Course

- Prepare for synchronous sessions (SSs) by reading assigned texts and viewing pre-recorded Zoom sessions.
- Complete and submit class prep assignments to Sakai by 11am each day of class (graded).
- Actively participate in all interactive exercises, whether in the classroom or part of a Zoom breakout room.
- Work with a partner to complete a marketing brief that applies marketing principles to a publicly traded company.
- Complete three exams.

Class Prep Assignments (CPAs) **REVISED**

To prepare for class periods, each student will read and upload responses to 13 assignments. Your answers should be uploaded to the **Assignment** section of the Sakai site **before 11:00 am** the morning of the class. No late submissions will be accepted, as cases will be discussed during class (i.e., the answers will be divulged). Even if you are unable to attend class, you should upload your class prep assignment by the deadline. Each assignment will be graded on a 10-point to 20-point scale based on evidence of content knowledge and the provision of substantive answers that will create a rich group breakout experience and class discussion. **Each student may decline to submit one assignment during the semester, which will not be counted against their grade. Students completing all assignments will have the lowest grade dropped.**

Exams

There will be three exams during the semester. Exam questions will cover material from the text, recorded Zoom lectures/materials and class 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, November 23rd from 12 to 3pm**. All exams will be administered through the class Sakai site. Substitute dates for exams are granted only for reasons noted in the 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.

Marketing Briefs **REVISED**

Students will work in teams of two to write a marketing brief for a publicly traded company. 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 **11pm Thursday, August 27th**, you will be assigned a partner. Each team must provide to the Assignment section of the Sakai site a ranking of three companies from the list provided by the deadline of **11pm Tuesday, September 8th**. If you do not complete this assignment, your team will be assigned a company. Company assignments will be announced **Tuesday, September 15th**. Marketing briefs are due to the Sakai site no later than **11pm Thursday, November 5th**. 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.

Grading Policy

Evaluation components are weighted as follows:

Exam 1	18%	Marketing Brief	20%
Exam 2	18%	<u>Class Prep Assignments</u>	<u>26%</u>
Exam 3	18%	TOTAL: 100%	

Grading Scale:

A =	93-100%	C+ =	77-79%	F =	<59% or below
A- =	90-92%	C =	73-76%		
B+ =	87-89%	C- =	70-72%		
B =	83-86%	D+ =	67-69%		
B- =	80-82%	D =	60-66%		

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.

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.

Class Schedule: The weekly schedule is outlined below. Please see the [UNC academic calendar](#) for the Fall 2020 schedule, noting that all schedules are subject to change due to COVID-19.

Final Exam: The final exam date and time is subject to change due to COVID-19. Final exam times are based on the University final exam schedule. Exams are scheduled according to the day and start time of the first meeting of the course each week and held in the regularly assigned meeting room unless the instructor is otherwise notified. If you are unable to hold your final at the assigned time, contact [Dr. Tuggle](#) to check rescheduling options.

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Class Schedule (Posted 8.25.20) – Revised

Date	Topic	PREPARE (Asynchronous)	INTERACT 9am to 10:30am (Synchronous)	APPLY (Graded Assignments)
Tues. Aug. 11	Introduction to the course, the instructor, and each other.	Review the syllabus and bring your questions to class.	Course Introduction and Overview	
Thurs. Aug. 13	What is Marketing?	Read: A&K 1 View: 1.1 Marketing 101 Submit: Chick-fil-A CPA	Application exercises: ✓ Chick-fil-a ✓ Coffee value propositions ✓ Sea Ray	
Tues. Aug. 18	Capturing Customer Value II	Read: A&K 1 View: 1.2 Marketing 101 View: Eskimo Joe Video Submit: Eskimo Joe's CPA	Application exercises: ✓ Tide/P&G ✓ Newman's Own ✓ Disney ✓ Eskimo Joe's	
Thurs. Aug. 27	Strategic Planning, Marketing Strategy, and Partnerships	Read: A&K 2 View 2.1 Strategic planning recording View 2.2 Marketing planning recording View Golden Circle Video View Personal Story Video Submit: Sinek vs. McConaughey CPA	Application exercises: ✓ Kellogg's ✓ Red Bull	Due 11pm to Assignments/Sakai: Partner preference input.
Tues. Sept. 1	Analyzing the Marketing Environment	Read: A&K 3 View 3.1 The marketing environment recorded session Submit: Amazon CPA	Application exercises: ✓ Gen Z Strategies ✓ Disney ✓ Amazon	
Thurs. Sept. 3	The Marketing Information System: Managing Information	Read: A&K 4 View 4.1: The Marketing Information System Read: Domino's Pizza article (Sakai) View: Domino's Pizza Video (Sakai) Submit: Domino's Pizza CPA	Application exercises: ✓ It's Lit ✓ UNC Databases ✓ Swiss Alps Vacation ✓ Dr. Pepper ✓ Samsung ✓ Domino's Pizza	

Tues. Sept. 8	Understanding Consumer Behavior	Read: A&K 5 View: 5.1 Consumer Behavior Factors View: VALS: http://www.strategicbusinessinsights.com/vals/ustypes.shtml Take Survey/find type: www.strategicbusinessinsights.com/vals/prsurvey.shtml Submit: General Motors CPA	Application exercises: ✓ General Motors	Due 11pm to Assignments/Sakai: Company preference ranking.
Thurs. Sept. 10	Consumer Behavior: The Decision Process	Read: A&K 5 View 5.2: Consumer Decision Process Complete Zip Code Lookup/Hometown: https://claritas360.claritas.com/mybestsegments/?_ga=2.50251054.962053897.1548949493-1007117418.1548949493#zipLookup Submit: Starbucks CPA	Application exercises: ✓ Starbucks ✓ PRIZM	
Tues. Sept. 15	Marketing Strategy	Read: A&K 6 View 4.1: Segmentation and Targeting View 4.2: Differentiation and Positioning Submit: 5-hour Energy CPA	Application exercises: ✓ Blue Buffalo ✓ Regional University ✓ Magazine Perceptual Map ✓ Boston Harbor Cruises ✓ 5-hour Energy	Marketing Brief company assignments announced.
Thurs. Sept. 17	EXAM 1 (in-class)			
Tues. Sept. 22	Product & Service Strategy	Read: A&K 7 View: P&G Product Lines View 7.1: Product and Services Strategy	Application exercises: ✓ P&G ✓ Clorox	
Thurs. Sept. 24	Brand Strategy	Read: A&K 7 View 7.2: Brand Strategy Decisions Submit: Blue Diamond CPA	Application exercises: ✓ Sporcle ✓ Failed brand extensions ✓ PLC categories ✓ Blue Diamond	
Tues. Sept. 29	New Product Development	Read: A&K 8 View 8.1: New Product Development + Product Life Cycle Submit: Dyson CPA	Guest Speaker: Todd Cantrell, Disruptive Industries	
Thurs. Oct. 1	Design Thinking	Read: TBA View: IDEO.com	Guest Speaker Jayne Jeffries, Senior Design Researcher, IDEO	
Tues. Oct. 6	Pricing Strategy	Read: A&K 9 View 6.1: Value-based vs. Cost-based Pricing	Application exercises: ✓ United Airlines ✓ Auto Europe	

		View: 6.2 Product Launch, Product Mix, and Price Adjustment Strategies Submit: Trader Joe's CPA	✓ Hammerpress	
Thurs. Oct. 8	Understanding Financial Reports	Read: View:	Application exercise: ✓ Company statements	
Tues. Oct. 13	Marketing Channels	Read: A&K 10 View 7.1: Supply Chains and Value Delivery Networks View 7.2: Marketing Systems, Channel Management, and Logistics	Application exercises: ✓ Gavina Coffee ✓ BYU Creamery ✓ BDP International	
Thurs. Oct. 15	Marketing Channels II	Read: A&K 10 View 7.2: Marketing Systems, Channel Management, and Logistics Submit: Cold Storage CPA	Application exercises: ✓ Which partners will it take? ✓ Cold Storage	
Tues. Oct. 20	Retailing and Wholesaling	Read: A&K 11 View 8.1: Retailing and Wholesaling Submit: Stitch Fix CPA	Application: ✓ Amazon ✓ Oak Mirrors ✓ Stitch Fix	
Thurs. Oct. 22	Case Study/Review			
Tues. Oct. 27	EXAM 2 (in-class)			
Thurs. Oct. 29	Paid, Earned Owned Shared	Read: A&K 12 View 9.1: Promotional Strategies & IMC View 9.2: Advertising + Public Relations	Guest Speaker: Lisa Stockman, President Syneos Health	N/A
Tues. Nov. 3	Sales Promotion and Personal Selling	Read: A&K 13 View 10.1: Personal Selling View 10.2: Sales Promotion	Application: ✓ Nudie Video	
Thurs. Nov. 5	Experiential Marketing	Read: TBD View: TBD	Guest Speaker: Allen Bosworth, EP+Co	Due 11pm to Assignments/Sakai: Marketing Briefs
Tues. Nov. 10	Digital and Direct marketing	View: 12.1: Digital and Direct Marketing	Application: ✓ Nike: Take on TJ	
Thurs. Nov. 12	Attribution Modeling	Read: Attribution Modeling/Sakai	Guest Speakers: Drew Ford and Katie Jenkins, iProspect	
Tues. Nov. 17	Global Communication	Read: A&K 16 View: Lenovo.com	Guest Speaker: Kristy Fair, Global Communications Director, Lenovo	
Mon. Nov. 23	Final Exam Noon to 3pm (Online via Sakai)			

Marketing Brief and Analysis

Due @ 11pm August 27 – Names of preferred (or avoid) teammates (upload to Sakai site/Assignment)

Due @ 11pm September 8 – Ranked list of companies from list (upload by team member with last name alpha to Sakai site/Assignment)

Due @ 11pm November 5 – 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 September 1).

- ✓ Rank order three publicly traded companies from the list provided – 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 October 27)

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