

Concepts of Marketing

MEJO 475.1 | Maymester 2021

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Instructor: Dr. Heidi Hennink-Kaminski

Email: h2kamins@unc.edu

Class Meets: MTWRF 9am-12:15pm (remote via Zoom)

Class Zoom: Meeting ID: 924 1713 5030 | Passcode: 802887

Office Hours: MWF 4-4:30pm or by appointment

Office Hour 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 provides the broader business context within which marketing communication occurs. The course is designed for students anticipating careers in advertising, public relations, marketing and brand management 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 (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 the client’s business goals 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 the semester, 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.
- ✓ Apply marketing concepts to current business situations.

Class Format

This is an intensive Maymester course, where we compress an entire semester of marketing concepts into 11 days of instruction. It is imperative that you prepare in advance and actively engage from 9am to 12:15pm each day to meet the contact hours required for a 3-credit hour course. The course is organized around these four pillars:

<p>PREPARE (Asynchronous)</p> <ul style="list-style-type: none"> • Read assigned texts in advance of class. • View assigned videos in advance of class. 	<p>VIEW DURING CLASS TIME (Asynchronous)</p> <ul style="list-style-type: none"> • View pre-recorded Zoom sessions and videos. 	<p>INTERACT DURING CLASS TIME (Synchronous)</p> <ul style="list-style-type: none"> • Class application activities • Zoom breakout discussions and report backs 	<p>APPLY DURING CLASS TIME (Synchronous)</p> <ul style="list-style-type: none"> • Teams of four students will complete nine graded assignments during the final 35 minutes of each class.
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Prepare:

Students should read the assigned text and view assigned videos in advance of each class period. Plan for 2 hours or prep time for each class period.

View and Interact During Class Time (9am to 11:40am):

Students will transition between asynchronous viewing of highlight videos and synchronous interaction to apply key marketing concepts.

Apply (11:40-12:15pm):

Students will work in teams of four to complete (synchronously) nine graded application assignment.

This format accomplishes several objectives. No tethering to a Zoom screen with cameras on for 3.25 hours each day (we are all very tired of Zoom)! At the same time, the expectation is that each student is fully engaged in the class from 9am to 12:15pm. This allows you to be a meaningful contributor to your team for the graded group assignments. This will greatly reduce the time you will need to spend preparing for the two tests. To summarize, we will cover an entire semester in 11 days. If you follow the protocol, you will be prepared to actively engage in discussion and application exercises and score well on two tests.

Requirements for the Course

- Prepare for class by reading assigned texts and viewing pre-recorded Zoom sessions.
- View assigned videos and actively participate in all interactive exercises during class time.
- Complete, as a team member, the team application assignments (TAAs), which you must upload to Sakai by 12:30pm each day (graded).
- Complete two tests.

Team Application Assignments (TAAs) (45%)

You will work in teams of four students to complete nine graded TAAs, which you will upload to the **Assignment** section of the Sakai site **by 12:30pm** each day. Late submissions not accepted, so it will be important to work effectively and efficiently with your teammates. Each assignment will be worth 5% of your final grade. Each student will complete a peer evaluation form and I reserve the right to adjust grades if a team member is not contributing at the same level as others.

TAA #1	TAA #2	TAA #3	TAA #4	TAA #5
Angel, Taylor* Dalton, Laney Griffin, Lilli Brown, Tori	Arendas, Kyle Dean, Rachel* King, Mary Leow, Abigail	Coltrane, Yancey Ellison, Aniya Holland, Ayinde Manning, Meredith*	Couch, Kinsley Francis, Jannisha Keady, Emily Sutor, Steven*	Crumpler, Madeline Gibson, Liz Keeling, Christian Pfersch, Meagan*

Exams (55%)

There are two exams, which will cover material from the text, recorded Zoom lectures/materials and class discussions. Exams will be open book, open note and include short essay questions. The final exam will include a cumulative component, requiring you to integrate concepts from the entire course. I will share the articles upon which questions are based at least two days in advance of the exam. You will take exams via 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 time accommodations, please inform me.

Grading Policy

Evaluation components are weighted as follows:

Individual Component (55%)	4-person team component (45%)
Exam 1: 25% Exam 2: 30%	Group assignments (9): (5% per assignment)

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 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.

At-A-Glance Class Schedule (posted 5.19.21)

See the Lessons section of Sakai for more details by day.

Session/Topic	PREPARE (1-2 hours) (Asynchronous)	VIEW/CLASS TIME (Asynchronous)	INTERACT/CLASS TIME (Synchronous)	APPLY/CLASS TIME (Synchronous)
1 Wednesday May 19 Course Introduction + Marketing 101	Read: A&K Chapter 1 View: 1.25 PREPARE Video	View: Apple Video View: 1.5 Marketing 101	Applications: Lego, SeaRay, Newman's Own, Tide	N/A
2 Thursday May 20 Strategic Planning + The Marketing Environment	Read: A&K Chapters 2 & 3 View: 2.1 PREPARE Video View: 3.1 PREPARE Video	View: 2.2 PREPARE Video	Applications: Golden Circle, Kelloggs, Red Bull, Disney	TAA #1: Amazon
3 Friday May 21 Marketing Information System + Consumer Behavior	Read: A&K Chapters 4 & 5 View: 4.1 PREPARE Video View: 5.1 PREPARE Video	View: 5.3 PREPARE Video	Applications: UNC, Google/It's Lit, Swiss Alps, Dr. Pepper, VALs, EVs	TIAA #2: Green Cars/Election
4 Monday May 24 Marketing Strategy	Read: A&K Chapter 6 View: 6.1 PREPARE Video	View: Boston Harbor Cruises View: 6.2 PREPARE Video	Applications: PRIZM, Regional Universities, Blue Buffalo, WWII, Zoom	TIAA #3: 5-Hour Energy
Exam 1 Take Home 2pm Mon. 5/24 – 3am Tues. 5/25				
5 Tuesday May 25 Product & Brand Strategy	Read: A&K Chapter 7 View: 7.1 PREPARE Video View: 7.3 PREPARE Video	View: N/A	Applications: Second Nature, Proctor & Gamble, Samsung, Interbrand	TIAA #4: Blue Diamond
6 Wednesday May 26 New Product Development + Pricing Strategy	Read: A&K Chapters 8 & 9 View: 8.1 PREPARE Video View: 8.2 PREPARE Video View: 9.1 PREPARE Video View: 9.2 PREPARE Video	View: Dynamic Pricing	Applications: JetBlue, Lemonade stand, Skin Care, Auto Europe	TIAA #5: Dyson
7 Thursday May 27 Channel Partners and Supply Chains	Read: A&K Chapter 10 View: 10.1 PREPARE Video View: 10.2 PREPARE Video	View: Gavina Coffee		TIAA #6: Cold Storage
8 Friday May 28 Retailing & Wholesaling	Read: A&K Chapter 11 View: 11.1 PREPARE Video View: 11.2 PREPARE Video			TIAA #7: Trader Joe's
NO CLASS – MEMORIAL DAY				
9 Tuesday June 1 IMC + PESO and AD + PR	Read: A&K Chapter 12 View: PESO Model			TIAA #8: TBD
10 Wednesday June 2	Read: A&K Chapter 13			TIAA #9: TBD

Personal Selling + Sales Promotion				
11 Thursday June 3 Digital + Direct Marketing	Read: A&K Chapter 14			N/A
12 Friday June 4 Final Exam	Study for Final Exam			N/A