

**THE UNIVERSITY OF TEXAS AT EL PASO**  
**College of Business Administration**

Fall 2023

**MKTG 3300 – Principles of Marketing**



Instructor: Delfina Glenn, Associate Professor of Practice

Class Meetings: Mon/Wed COBA 312 4:30 pm-5:50 pm.

Office: Room 249 COBA

Contact: [djglenn@utep.edu](mailto:djglenn@utep.edu)

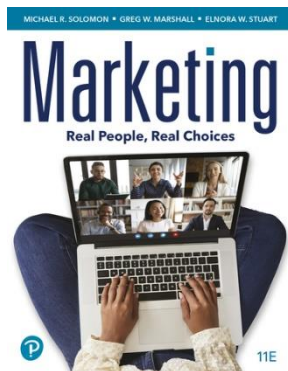
Office Hours: **MW** 10:30 am - 12:00 pm, 3:00 - 4: 20 **TR** 9:00am – 10:20 am

**Course Description:** This course will provide a comprehensive introduction to Marketing concepts, principles, strategies, and its role in business. A description and analysis of the ways in which goods move to points of consumption. Topics studied include functions, institutions, the marketing environment, markets, and government regulation.

**Course Learning Objectives:**

<b>Objective</b>	<b>Blooms Taxonomy</b>	<b>Activities</b>	<b>Assessments</b>
Acquire the knowledge and skills needed for today's marketing environment	Remember, Understand, Analyze	Reading material, In class lectures, in-class discussions	Exams, MyLab Activities
Develop an understanding for consumer behavior, positioning segmentation, and targeting	Remember, Understand, Analyze	Reading material, In class lectures, in-class discussions	Exams, MyLab Activities
Develop an understanding for market research	Analyze, Evaluate	Reading material, In class lectures, in-class discussions	Exams, MyLab Activities
Develop and present a marketing plan	Analyze, Create, Apply, Evaluate	Presentation	Rubric

## Required Textbook:



Marketing: Real People, Real Choices, 11<sup>th</sup>  
Edition by Michael R. Solomon, Greg W.  
Marshall, Elnora W. Stuart

ISBN - 9780136827757

The textbook and access to MyLab Marketing  
are required materials for this Marketing  
course.

## Course Assignments & Grading:

**A = 1000-900 Points B = 899-800 Points C = 799-700 Points D = 699-600 Points F = 599 and below**

Participation: 80 Points

Dynamic Study Models (14 @ 10 pts): 140 Points

MyLab Application Based Activity (28 @ 10 pts): 280 Points

Project Presentation: 200 Points

Exams (3 @ 100 pts): 300 Points

**Participation & Class Attendance:** To be successful in this class you must attend. You are responsible for materials covered in class, reading the chapters and participating in class discussions. Exams will be partially based on lectures. Please, arrive on time and take your seat quickly and quietly to avoid disrupting others. The use of laptops and tablets is permitted during class time to access Blackboard and MyLab.

**Dynamic Study Modules:** Each week, students will access MyLab to complete the dynamic study module for the assigned chapter.

**MyLab Assignments:** Each week, students will access MyLab to complete video and my sim assignments. For full credit, assignments must be completed by Sunday end of day, the week the chapter was assigned. Late assignments will not be accepted.

**Presentation:** Teams of three – four will need to be created no later than week 4 and emailed to me. If you can not find a group please contact me and I will assign you to a group. Your team will create and present a comprehensive Marketing Plan for an assigned product. A power point presentation will be turned in by the team on the date of your presentation to the class. All project requirements and grading rubric will be posted on Blackboard.

**Exams:** There will be three exams worth 100 points each. Exams will consist of approximately 50 multiple choice questions. All exams will be held in class. Students are required to bring their laptops on the date of the exam. You will be asked to use the Respondus Lockdown Browser (RLB) and Respondus Monitor (RM) for all exams. Exam dates and topics appear in the course schedule below.

NOTE: There are no makeups for exams. Severe illness or emergency will be the only reason I will consider a makeup; however, documentation must be provided before it will be considered.

\*Tentative Schedule

<b>Dates</b>	<b>Topics</b>	<b>Chapter</b>	<b>Readings and Activities</b>
Week 1 (August 28)	Introduction to the course		Class Introduction & Syllabus Review
Week 1 (Aug 30)	Welcome To Marketing	1	Read Chapter 1 & Complete Dynamic study Model and MyLab Activities
Week 2 (Sept 6)	Global, Ethical, and Sustainable Marketing	2	Read Chapter 2 & Complete Dynamic study Model and MyLab Activities
Week 3 (Sept 11, Sept 13)	Strategic Marketing Planning	3	Read Chapter 3 Complete Dynamic study Model and MyLab Activities
Week 4 (Sept 18, Sept 20)	Market Research	4	Read Chapter 4 Complete Dynamic study Model and MyLab Activities NOTE: Deadline to submit team for group presentation.
Week 5 (Sept 25, Sept 27)	Marketing Analysis	5	Read Chapter 5 Complete Dynamic study Model and MyLab Activities <b>Exam 1 Ch. 1-5 (9/27)</b>
Week 6 (Oct 2, Oct 4)	Understand Consumer and Business Markets	6	Read Chapter 6 Complete Dynamic study Model and MyLab Activities
Week 7 (Oct 9, Oct 11)	Segmentation, Target Marketing & Positioning	7	Read Chapter 7 Complete Dynamic study Model and MyLab Activities

Week 8 (Oct 16, Oct 18)	Product I: Innovation & New Product Development Product II: Product Strategy, Branding, and Product Management	8,9	Read Chapter 8-9 Complete Dynamic study Model and MyLab Activities
Week 9 (Oct 23, Oct 25)	Pricing	10	Read Chapter 10 Complete Dynamic study Model and MyLab Activities <b>Exam 2 Ch. 6-10 (10/25)</b>
Week 10 (Oct 30, Nov 1)	Deliver the Goods: Determine the Distribution Strategy	11	Read Chapter 11 Complete Dynamic study Model and MyLab Activities
Week 11 (Nov 6, Nov 8)	Customer Experience	12	Read Chapter 12 Complete Dynamic study Model and MyLab Activities
Week 12 (Nov 13, Nov 15)	Promotion I: Planning & Advertising Promotion II: Social Media Platforms & other Promotional Elements	13,14	Read Chapter 13-14 Complete Dynamic study Model and MyLab Activities
Week 13 (Nov 20, Nov 22)			<b>Exam 3 Ch 11-14 (Nov 20)</b> Nov 22 Teams can work on projects in class
Week 14 (Nov 27, Nov 29)			Project Presentations
Week 15 (Dec 4, Dec 6)			Project Presentations
Finals Week (Dec 11 -15)			

\*Schedule subject to minor changes

**Special Accommodations for students:** The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and

the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be provided unless it is determined that doing so would cause undue hardship on the University. Students requesting accommodations based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at [cass@utep.edu](mailto:cass@utep.edu), or apply for accommodations online via the CASS portal.

**Class drop:** The last day to drop the class with a “W” is November 3, 2023. The student MUST contact an advisor to drop this course. If a student does not drop the class with an advisor and stops coming to class, the student will receive an “F”.

COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

**Blackboard:** The main online platform for this course is Blackboard. Students can access Blackboard through UTEP’s website ([www.utep.edu](http://www.utep.edu)) or directly at MyUTEP ([www.my.utep.edu/My](http://www.my.utep.edu/My)). Blackboard works best with Google Chrome or Mozilla Firefox. To learn about Blackboard features visit:

[https://www.utep.edu/technologysupport/ServiceCatalog/BB\\_Students.html](https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html)

For Blackboard assistance please call the IT Helpdesk at 915-747-4357 or visit

<https://www.utep.edu/technologysupport/>

NOTE: While you can use your phone to access Blackboard and review the assignments, it is strongly discouraged, as the viewing capabilities are limited on mobile phones.

**Excused Absences and/or course drop policy:** According to UTEP Catalog, “At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of “W” will be assigned before the course drop deadline and a grade of “F” after the course drop deadline.” See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

**Scholastic Integrity:** Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

**Guidance on Artificial Intelligence:** Students must cite any borrowed content sources to comply with all applicable citation guidelines, copyright law, and avoid plagiarism. Instances that violate these guidelines will be referred to the Office of Student Conduct and Conflict Resolution.

**Plagiarism Detective Software:** Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

**Course Resources:** Where you can go for assistance.

#### Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus. If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP

#### Academic Resources

- [UTEP Library](#): Access a wide range of resources including online full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [Math Tutoring Center \(MaRCS\)](#): Ask a tutor for help and explore other available math resources.
- [History Tutoring Center \(HTC\)](#): Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.
- [The Miner Learning Center](#): Join peer-led study sessions in person or online to review content and discover study strategies in core curriculum courses.
- [UTEP Edge](#): UTEP's cross-campus framework for student success and empowerment – develops students' assets through high-impact experiences made possible by the expertise and dedication of faculty, staff, alumni, and community partners.

#### Individual Resources

- [Student Success Help Desk \(SSHD\)](#): Students experiencing challenges or obstacles to academic success including registration, financial, food, housing, and transposition resources may submit a ticket request assistance to [studentsuccess@utep.edu](mailto:studentsuccess@utep.edu)
- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.
- [UTEP Food Pantry](#): Non-perishable food items are available to students who are currently enrolled in classes. Bring a Miner Gold Card to Memorial Gym, Room 105, Monday through Friday, 10 a.m. to 2 p.m.