

MARKETING 3300: PRINCIPLES OF MARKETING (21016) – Spring 15

Materials: Solomon, M.R., G.W. Marshall and E.W. Stuart, **Marketing: Real People, Real Choices**, New Jersey: Pearson-Prentice Hall, 2009
Marketing Handout (Available at Print Spot, 2267 Trawood – Call 838-7768, THEY DELIVER TO YOU), REQUIRED
Wall Street Journal, Marketing Articles, Highly Recommended

Prerequisites: (See College Catalog)

Schedule: 10:30-11:50 am, MW, BUSN 331

Instructor: Donald A. Michie, Ph.D. **Office Hours:**
Office: Rm 243 **1:30 – 5:00 MW,**
Tel: 747-7774 (Office Hours Only) **or by Appointment.**
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Objective: This is a survey course in marketing. The objective is to provide you with knowledge and understanding of key marketing concepts as well as an opportunity to apply these concepts for business decision-making purposes.

The “Era of Domestic Business” is dead! Global business and marketing are the realities today. The best laboratory to investigate global marketing is the U.S.-Mexico Border, particularly the Paso del Norte community. Through lecture, text, practicum assignments and class discussion you will learn how the dynamic global economy impacts business performance. These learning exercises will require you to think critically, to obtain quality information and to integrate basic business tools learned in this and previous business courses.

General Comments: A primary emphasis of this course is to **DEVELOP A SKILL SET** that integrates your knowledge and understanding of business/marketing concepts (qualitative) with marketing performance (quantitative). Lecture, text and classroom discussion will focus on your understanding on important marketing terms/concepts, policies and tactics. By the end of the semester, **THE SKILLS YOU MUST POSSESS** will be to analyze marketing performance indicators, to know, understand, select and implement appropriate marketing policies and tactics necessary to improve marketing and business performance. Understanding **HOW MARKETING IMPACTS** business performance is critical to your management training. **THIS SKILL REQUIRES STUDY AND APPLICATION.**

As indicated, lecture will provide concepts and strategies whereas practicum assignments will cover application. Practicum assignments will not be graded – except as class participation. However, twenty five percent of each examination will be application exercises similar to the practicum assignments (See below).

Course materials will be presented by lecture, textbook, handout readings and assignments. Lectures by the instructor will address particular topics that will extend beyond the text. The Wall Street Journal (WSJ) and other materials will supplement your understanding of marketing and business practice. All materials discussed in class including WSJ are included in the exams.

Your class performance will be assessed by examinations and classroom participation. Exams are divided into two parts: qualitative and quantitative. Exams are generally weighted seventy percent qualitative and thirty percent quantitative. The qualitative portion consists of multiple-choice questions. The quantitative portion may be multiple choice or calculations.

Lecture materials are available in a packet from Print spot, 4224 N. Mesa Street.

Grade: The final grade will be determined by a point distribution obtained from the following:

Examinations (3)	300
Marketing Practicum (4)	**
Quizzes (5+ @ 25 pts)	125
Class participation	**
Total Points	425

** Class participation is monitored by the instructor. Participation may benefit students whose grades are at the margin. Participation includes class discussion, attendance, following classroom instructions and timely completion of practicum assignments. It is your responsibility to attend class and complete assignments on time. Missed exams may be made up only if a medical excuse signed by a physician explains your absence. There will be a comprehensive make-up exam given during the final week of class for any student (with an excused absence) who missed an exam. Any student MISSING MORE THAN 150 ASSIGNMENT POINTS (ABOVE -- for any reason) will be dropped from the class.

Extra credit may be available for the class only, not as assignments specific to individuals.

This syllabus constitutes a contract between you and the university. Although changes to the syllabus can occur, these changes are rare. You have student rights (See your UTEP Student Manual). Plagiarism and cheating are violations of university policy -- consult your UTEP student manual. Any incident is immediately referred to the office of dean of students for disciplinary action. YOU ARE TRAINING TO BECOME A PROFESSIONAL. You will be treated like a professional trainee.

The KEY to success in this class is: PERFORMANCE!

Student Responsibilities: The following minimum responsibilities apply to all students:

- a. It is **YOUR RESPONSIBILITY** to attend class and to **COMPLETE** assignments on time.
- b. You must make certain that the instructor receives your assignments. **KEEP A PERSONAL COPY.**
- c. Practicum assignments are the responsibility of each student – independent of any team effort. No student will be held responsible for the substandard performance of another team member. You are accountable for your performance only.
- d. **CLASS ETIQUETTE** requires that students enter the classroom and **REMAIN FOR THE ENTIRE CLASS PERIOD.** There is no scheduled break. In emergencies, with the prior consent of the instructor, students may be granted permission to leave class and to return.
- e. Any student who leaves **CLASS, OR AN EXAMINATION, WITHOUT PERMISSION** of the instructor is through for that day or has completed the exam. Take your personal items with you. Students who violate this policy may be dropped from class.
- f. Cell phones are turned off during class. Cell phones cannot be used as calculators during exams.
- g. Laptop computers may be used in class for class specific purposes only. Any other use is prohibited!
- h. Students are responsible to monitor their performance and to take appropriate action to remedy any issues. Class drop/withdrawal dates are in the University Schedule. The syllabus contains dates assignments are due. Office hours, e-mail, appointments and other communication options are available to you. Please make use of these communication options.
- i. The university makes many resources available to you. There are offices for students with disabilities, writing deficiencies, counseling, tutoring and other services. Use them! For these services, consult the UTEP telephone directory.
- j. **STUDENT EDUCATIONAL RESPONSIBILITY (AACSB): Individual students must:**
 1. Operate with integrity in their dealings with faculty and other students.
 2. Engage the learning materials with appropriate attention and dedication.
 3. Maintain their engagement when challenged by difficult learning activities.
 4. Contribute to the learning of others.
 5. Perform to standards set by the faculty and instructor.

COURSE SYLLABUS

Week of ASSIGNMENT	TOPIC	ASSIGNMENTS
Jan 19	Marketing Concepts Definitions Societal Value Systems Distribution Concepts	Chapter 1 Lecture Handout: Soc Value Systems
Jan 26	Strategic Marketing Environment Distribution Concepts External/Internal Strategic Profit Model	Chapter 2 Handout: Mkt. Mgt. Model Handout: Basic Tools, Practicum 1: Marketing Performance (Asgn)
Feb 2	Strategic Marketing Environment Marketing Management	Chapter 2 (Cont) Handout: Legal, Practicum 1: Discussion QUIZ 1 (W)
Feb 9	Strategic Marketing Environment Consumer Behavior Business Marketing Trade Area Analysis	Chapter 5, 6, Handout: C. Behavior Practicum 1: Discussion Practicum 2: Trade Area Analysis (Assign)
Feb 16	Strategic Marketing Management Marketing Research Trade Area Analysis	Chapter 4 Handout: Mkt. Research Quality of Information Practicum 2: Trade Area Analysis (Disc.)
Feb 23	Strategic Marketing Management Marketing Positioning	Chapter 7 QUIZ 2 (W)
Mar 2	Strategic Marketing Management Product Development	Chapter 8 & 9 Practicum 3: Product/Price (Asgn) <u>EXAM 1: ALL MATERIAL</u> (1/20 – 3/25) (M)
Mar 9	SPRING BREAK	

Mar 16	Strategic Marketing Management Product Management. Product Life Cycle Product Portfolio Analysis	Chapter 9 (Cont) & 10 Handout: Product Practicum 3: Product/Price (Assigned)
Mar 23	Strategic Marketing Management Price	Chapter 11 Handout: Price Practicum 3: (Cont)
Mar 30	Strategic Marketing Management Distribution	Chapter 15 & 16 Handout: Distribution QUIZ 3: (W)
Apr 6	Strategic Marketing Management Mass Media Promotion	Chapters 12
Apr 13	Strategic Marketing Management Personal Selling & Mgt. Sales Promotion	Chapter 13 & 14 Handout: Personal Sales QUIZ 4: (W)
Apr 20	Global Marketing Management Global Trade, Treaties & NAFTA	Chapter 3 Web Research Practicum 4: Assigned <u>EXAM II: Materials</u> (3/2– 4/15) (W)
Apr 27	Global Marketing Management Production Sharing & Maquiladoras	Handout: Production Sharing Practicum 4: Disc QUIZ 5 (W)
May 4	Global Marketing Management U.S.-Mexico Border and Paso del Norte	Handout: Paso de Norte <u>EXAM III: Materials</u> (4/20 - 5/4) (W)