

MARKETING 3300: PRINCIPLES OF MARKETING (23743) Spring, 2017

Materials: Solomon, M.R., G.W. Marshall and E.W. Stuart, **Marketing: Real People, Real Choices**, New Jersey: Pearson-Prentice Hall, 8th ed. (2016)
Marketing Handout **Required**
Wall Street Journal, Marketing Articles, Highly Recommended
[TO PURCHASE MKT HANDOUT, CALL GRACE @ 504-3150]

Prerequisites: (See College Catalog)

Schedule: 7:30 – 8:50 am, TTh, BUSN 329

Instructor: Donald A. Michie, Ph.D. **Office Hours:**
Office: Rm 243 **9:00 am– 12:00 (Noon),**
Tel: 747-7774 (Office Hours Only) **3:00 - 5:00 pm TTh,**
e-mail: dmichieutep@yahoo.com **or by Appointment.**

Objective: This is a survey course in marketing. The objective is to provide you with a **SKILL SET** consisting of knowledge and understanding of key marketing and business concepts as well as an opportunity to apply these concepts for decision-making purposes. **APPLICATION IS CRITICAL TO UNDERSTANDING.**

Global business and marketing are the realities today. You are fortunate to live in the best laboratory (US-Mexico Border) to investigate global marketing. Through lecture, text, practicum assignments, readings 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 integrate your **SKILL SET** consisting of business/marketing concepts with business/ marketing performance. Lecture, text and classroom discussion will focus your understanding on important marketing terms/concepts and performance assessment. By the end of the semester, you **ARE EXPECTED TO** be able to analyze marketing performance indicators, to select and implement appropriate marketing policies and tactics necessary to improve performance. Understanding/applying these skill tools is **CRITICAL** to your management training; **A DEGREE WITH A QUALITY SKILL SET IS YOUR BEST PREPARATION FOR A JOB.**

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).

You are responsible for integrating the materials presented; textbook, KEY TERMS, practicums assignments, handouts, readings and WSJ. Lectures will cover key terms and concepts and, for particular topics, go beyond the text – but they will be supported by class handouts. The majority of key concepts are contained in the text and MARKETING HANDOUT. The Wall Street Journal (WSJ) 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, quizzes and classroom participation. Exams are divided into two parts: qualitative and application. Exams are generally weighted seventy-five percent qualitative and twenty-five percent application. The qualitative portion consists of multiple-choice questions. The applications may be multiple choice questions and/or scenarios.

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

Examinations (4)	400
Marketing Practicum (4)	**
Quizzes (5+ @ 25 pts)	125
Class participation	**
Total Points	525

**** 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. Participation is monitored by the instructor. Missed exams may be made up only if a medical excuse signed by a physician explains your absence. (An exception may granted for outside work-related absence. Exception requires a signed letter from your supervisor (or Athletic Department) on company letterhead). 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 200 ASSIGNMENT POINTS (ABOVE -- for any reason) will be dropped from the class.**

Extra credit (40-80 Pts) may be available for the class only, not as assignments specific to individuals. When given, EC points are most beneficial for your final grade. The points are not included in the 525 point class distribution, but are added to your total points-earned (after exams/quizzes) at the end of the semester. These points, if significant, may improve your grade in the class.

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. 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.

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. Our department policy is “**CELL PHONES ARE TURNED OFF DURING CLASS.**” Cell phones cannot be used as calculators during exams and **LAPTOP COMPUTERS MAY BE USED** in class for class specific purposes only. Any other use is prohibited!”
- g. 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.
- h. 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.
- i. Texas law provides that students with Conceal Permits to carry firearms are permitted to possess these concealed weapons in class. The law also permits the instructor to prohibit such weapons from being in your possession in his/her office. You will be verbally informed (as required by law) of this policy.
- j. **STUDENT EDUCATIONAL RESPONSIBILITY (AACSB): Individual students must:**
 1. Operate with integrity in our dealings with faculty and other students.
 2. Engage the learning materials with appropriate attention and dedication.
 3. Maintain your engagement when challenged by difficult learning activities.
 4. Contribute to the learning of others.

5. Perform to standards set by the department and instructor.

COURSE SYLLABUS

WEEK OF	TOPIC	ASSIGNMENTS
Jan 16	Marketing Concepts Definitions Societal Value Systems Distribution Concepts	Chapter 1 Lecture Handout: Soc Value Systems Text: Appendix B
Jan 23	Strategic Marketing Environment Distribution Concepts External/Internal Strategic Profit Model	Chapter 1 (Cont) Chapter 10, Supplement Handout: SPM Practicum 1: Marketing Performance (Asgn)
Jan 30	Strategic Marketing Environment Marketing Management	Chapter 3, 6 Handout: Legal, Mkt. Mgt. Practicum 1: Discussion Text: Appendix A QUIZ 1 (Th)
Feb 6	Strategic Marketing Environment Consumer Behavior Business Marketing Trade Area Analysis	Chapter 6 (Cont), 4, Handout: C. Behavior Handout: Mkt. Research Quality of Information Practicum 1: (Disc) Practicum 2: Trade Area Analysis (Assign)
Feb 13	Strategic Marketing Management Marketing Research Trade Area Analysis	Chapter 5 Practicum 2: Trade Area Analysis (Disc.) QUIZ 2 (Th)
Feb 20	Strategic Marketing Management Marketing Positioning	Chapter 7, 8 <u>EXAM 1: MATERIALS</u> (1/17 – 2/16) (Th)
Feb 27	Strategic Marketing Management Product Development	Chapter 9 Practicum 3: Product/Price (Asgn)

WEEK OF	TOPIC	ASSIGNMENTS
Mar 6	Strategic Marketing Management Product Management. Product Life Cycle Product Portfolio Analysis	Chapter 9 (Cont) Handout: Product Practicum 3: Product/Price (Disc) QUIZ 3: (Th)
Mar 13	SPRING BREAK	
Mar 20	Strategic Marketing Management Price	Chapter 10 Handout: Price Practicum 3: (Cont) <u>EXAM II: MATERIALS</u> (2/21 – 3/9) (Th)
Mar 27	Strategic Marketing Management Distribution	Chapter 11 Handout: Distribution
Apr 3	Strategic Marketing Management Services	Chapters 12
Apr 10	Strategic Marketing Management Personal Selling & Mgt. Sales Promotion	Chapter 13 & 14 Handout: Personal Sales QUIZ 4: (Th)
Apr 17	Global Marketing Management Global Trade, Treaties & NAFTA, TPP	Chapter 2 Handout: International Practicum 4: Assigned Readings <u>EXAM III: MATERIALS</u> (3/14 – 4/13) (Th)
Apr 24	Global Marketing Management Production Sharing & Maquiladoras	Handout: Production Sharing/Maquilas Readings Practicum 4: Disc QUIZ 5 (T)***
May 4	Global Marketing Management U.S.-Mexico Border and Paso del Norte	Handout: Paso de Norte <u>EXAM IV: MATERIALS</u> 4/18 – 5/2) (Th)