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

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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Examinations (4)</td>
<td>400</td>
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<tr>
<td>Marketing Practicum (4)**</td>
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<tr>
<td>Quizzes (5+ @ 25 pts)</td>
<td>125</td>
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<tr>
<td>Class participation **</td>
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<td>Total Points</td>
<td>525</td>
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** 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 your 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

<table>
<thead>
<tr>
<th>WEEK OF</th>
<th>TOPIC</th>
<th>ASSIGNMENTS</th>
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<tbody>
<tr>
<td>Jan 16</td>
<td>Marketing Concepts</td>
<td>Chapter 1 Lecture Handout: Soc Value Systems Text: Appendix B</td>
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<tr>
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<td>Definitions</td>
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<td>Societal Value Systems</td>
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<td>Distribution Concepts</td>
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<td>Jan 23</td>
<td>Strategic Marketing Environment</td>
<td>Chapter 1 (Cont) Chapter 10, Supplement Handout: SPM Practicum 1: Marketing Performance (Asgn)</td>
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<td>Distribution Concepts</td>
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<td>External/Internal Strategic Profit Model</td>
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<td>Jan 30</td>
<td>Strategic Marketing Environment</td>
<td>Chapter 3, 6 Handout: Legal, Mkt. Mgt. Practicum 1: Discussion Text: Appendix A QUIZ 1 (Th)</td>
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<td>Marketing Management</td>
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<td>Feb 6</td>
<td>Strategic Marketing Environment</td>
<td>Chapter 6 (Cont), 4, Handout: C. Behavior Handout: Mkt. Research Quality of Information Practicum 1: (Disc) Practicum 2: Trade Area Analysis (Assign)</td>
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<td>Consumer Behavior</td>
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<td>Business Marketing</td>
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<td>Trade Area Analysis</td>
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<td>Feb 13</td>
<td>Strategic Marketing Management</td>
<td>Chapter 5 Practicum 2: Trade Area Analysis (Disc.) QUIZ 2 (Th)</td>
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<td>Marketing Research</td>
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<td>Trade Area Analysis</td>
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<td>Feb 20</td>
<td>Strategic Marketing Management</td>
<td>Chapter 7, 8 EXAM 1: MATERIALS (1/17 – 2/16) (Th)</td>
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<td>Marketing Positioning</td>
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<td>Feb 27</td>
<td>Strategic Marketing Management</td>
<td>Chapter 9 Practicum 3: Product/Price (Asgn)</td>
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<td>Product Development</td>
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<td>WEEK OF</td>
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| 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)  
EXAM II: MATERIALS  
(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  
EXAM III: MATERIALS  
(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  
EXAM IV: MATERIALS  
4/18 – 5/2) (Th) |