

**INSTRUCTOR:** Denisse Olivas

**CLASS:** MW 10:30 a.m. – 11:50 p.m. BUSN 331

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**OFFICE HOURS:** MW 1:30 p.m. – 3:00 p.m. and by appointment.

## REQUIREMENTS

**Text:** Michael Solomon, Greg Marshall, and Elnora Stuart (2018). Marketing: Real People, Real Choices, 9<sup>th</sup> Edition. Pearson. All assignments and tests are based on this edition.

**Mymarketinglab.com:** You will need this for assignments and in class activities. Check blackboard for instructions.

**Blackboard Access:** You will need this to help you access additional course materials and your grades. If you don't have access, call the help desk (747-HELP) to set it up.

**Scantrons 882-E, #2 pencil, and standard calculator:** You will need these for the tests.

## INTRODUCTION

Principles of Marketing is a required course for all business majors and some interdisciplinary minors. This class gives you the foundation of marketing, which is a key component in business. In this class you will learn the creative and strategic process of producing something of value for a customer, the pricing, communicating, and delivering of this product or service, as well as the value for the entity producing it. You will learn the steps involved in the marketing process and you will develop the necessary skills to complete a basic marketing plan.

## CLASS FORMAT

This class will meet every Monday and Wednesday from 10:30 a.m. – 11:50 a.m. The course will entail chapter reading, news and additional material reading, class discussions, team activities and assignments, four tests, one group marketing plan and presentation.

## OBJECTIVES

By the end of the semester you will be able to:

- Have a clear understanding of basic marketing concepts and terminology
- Determine how companies in different industries use marketing tools to create, deliver, and measure value and be able to apply these tools yourself
- Be able to develop marketing strategies for businesses and other organizations using the 4Ps (Product, Price, Place, Promotion)
- Be able to present marketing projects and ideas in a business setting

**CLASS EXPECTATIONS**

As a university student you have the opportunity to practice your business skills as well as your professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork.

Here are some of the key behaviors that should be observed and that will help you to have a more productive time:

- Get to class on time. This shows that you are a professional who is ready to take on the work of the day, and that you have good time management skills. It is courteous to your classmates, coworkers, customers and everyone you will ever meet in a business setting. If for some reason you cannot make it on time, go into class quietly and sit in the closest seat.
- Be prepared to discuss class chapters. Read chapters and any material that is assigned before you come to class. It will make your life easier. This shows that you care about the topic and you are ready to learn. There is nothing that slows work and projects more than not being prepared.
- Take notes. Notes help to crystalize what you have learned. You can use a pen and paper or computer to take notes. Please abstain from chatting or playing on your computer. It shows disinterest to the presenter and classmates, and you simply won't learn the material being presented.
- Turn off or silence your cell phone. Your messages can wait. Please abstain from texting, browsing, or playing games while in class. Cell phone use is allowed ONLY for in class assignments.
- Please abstain from recording class or taking pictures of slides without professor's consent.
- Don't interrupt the speaker, whether it is the instructor or another student unless the speaker opens the floor for discussion. Don't talk to your classmates while others are presenting.
- Raise your hand if you need to ask a question or get clarification.
- Be polite and courteous in your speech.
- Participate and engage! This is the best way to learn.
- Connect with your classmates and exchange ideas and information. This is a great way to network, which is very important in business and in professional settings. You never know who you may encounter down the road.
- Don't leave the room before class has ended unless you have an emergency. This is disruptive and inconsiderate to others and the instructor. If it's getting to the end of class, please abstain from packing your stuff until the meeting is over.

**OFFICE HOURS AND APPOINTMENTS**

I can best be reached during office hours. If you cannot meet during that time, you may set an appointment for a different time. I may be contacted via email or phone, but email is more convenient for me to access. My email is [dolivas@utep.edu](mailto:dolivas@utep.edu). Emails will be answered within 48 hours during the week and before the end of Monday if sent during the weekend.

**SCHEDULE**

The schedule is subject to change in case of unforeseen events, which happens very often in business, especially in marketing. Being flexible will help you to make changes when necessary and deal with things that come up.

Week	Date	Topic Covered in Class	Readings & Assignments due
1	23-Jan	Introduction   Course Organization	Syllabus
2	28-Jan	MML Overview   Marketing Overview	Chapter 1
	30-Jan	Marketing Overview   Team Assignments	Chapter 1   DSM 1 Due
3	4-Feb	Strategic Planning	Chapter 3   DSM 3 Due
	6-Feb	Market Research	Chapter 4   DSM 4 Due
4	11-Feb	Market Research   Test 1 Review	Chapter 4   TEAM TOPIC DUE
	<b>13-Feb</b>	<b>Test 1</b>	<b>Covers chapters 1, 3, 4, and class notes.</b>
5	18-Feb	Big Data	Chapter 5   DSM 5 Due
	20-Feb	Marketing to Consumers (B2C)	Chapter 6   DSM 6 Due
6	25-Feb	Marketing to Businesses (B2B)	Chapter 6
	27-Feb	Segmentation and Targeting	Chapter 7   DSM 7 Due
7	4-Mar	Positioning	Chapter 7
	6-Mar	Marketing Plan-Group Work   Test 2 Review	
8	<b>11-Mar</b>	<b>Test 2</b>	<b>Covers chapters 5-7, and class notes.</b>
	13-Mar	Innovation	Chapter 8   DSM 8 Due
9	18-Mar	Spring Break	NO CLASS
	20-Mar	Spring Break	NO CLASS
10	25-Mar	Innovation   Creativity Exercise	Chapter 8   DSM 8 Due
	27-Mar	Managing Products	Chapter 9   DSM 9 Due
11	1-Apr	Managing Products	Chapter 9
	3-Apr	Pricing Products	Chapter 10   DSM 10 Due
12	8-Apr	Pricing Products	Chapter 10
	10-Apr	Marketing Plan- Group Work   Test 3 Review	Optional Draft submission for revision
13	<b>15-Apr</b>	<b>Test 3</b>	<b>Covers chapters 8-10, and class notes.</b>
	17-Apr	Distribution	Chapter 11   DSM 11 Due
14	22-Apr	Advertising and Sales Promotion	Chapter 13   DSM 13 Due
	24-Apr	Advertising and Sales Promotion	Chapter 13
15	29-Apr	Social Media, Direct Marketing, Personal Selling	Chapter 14   DSM 14 Due
	<b>1-May</b>	<b>Team Presentations</b>	
16	<b>6-May</b>	<b>Team Presentations</b>	
	<b>8-May</b>	<b>Team Presentations   Test 4 Review</b>	<b>Marketing Plan Due</b>
17	<b>17-May</b>	<b>Test 4 – Wednesday May 17<sup>th</sup> 10am</b>	<b>Covers chapter 11, 13, 14, and class notes.</b>

**ASSIGNMENTS**

Assignments will be given during the course of the class and it will include team and individual activities, both in class as well as online. Pop quizzes will also be administered at any point during the class. All these assignments total 100 points. Late assignments will not be accepted.

**ATTENDANCE AND PARTICIPATION**

Class attendance and participation are required. Class assignments and activities are part of this grade. If you miss a day, you will not be able to turn in your work. You may also miss important quizzes and activities at the beginning of class if you are late. Please be on time.

**Marketing Plan and Group Presentation:** To integrate the many marketing concepts you have learned during the course and to put together all the components of marketing, you will be responsible for creating a marketing plan and presenting it.

Presentation of the plan will be **May 1, 6, and 8**. These will be up to 15 minutes each, plus a few minutes of questions, and can be illustrated with a power point and other visuals. The plan is worth 75 points and the presentation is worth 25 points. You will be graded based on covering all the basics of your plan and delivery of your presentation. You must attend both days, whether you are presenting or not.

Additional project details and outline of the plan is available through blackboard.

**TESTS**

There will be four tests at 100 points each, and they are the bulk of your grade. The tests will cover readings, lectures, class notes, and guest presentations if any. They will not be comprehensive, but will build from previous chapters, so make sure you understand the previous material. Tests may be comprised of multiple choice questions and short essay problems. If a test is missed it can't be made up unless you have reasonable proof of an emergency, or you have prior approval for a valid reason (medical, jury duty, and military). If a test needs to be taken at a later date, documentation should be provided before the exam date. Make up exams will be different from regular in class exams.

## GUEST SPEAKERS

We may have guest speakers during the course of the semester to speak about aspects of marketing. This will enable you to ask questions about what they do and how this can help you in your career. Please be respectful during their presentations.

## EVALUATION

In class activities   participation	100
Marketing plan and presentation	100
Tests (4 x 100 points each)	400

Maximum possible points: **600**

### Grading scale:

A=540-600
B=480-539
C=420-479
D=360-419
F=0-359

## SCHOLASTIC DISHONESTY

Dishonesty in the classroom, or in any setting for that matter, is a not a truthful representation of your work and your academic achievement, and it doesn't uphold the values of respect, trust, and fairness that are needed in the business community. Dishonesty includes, but is not limited to plagiarism, cheating on exams, and collusion. Please review the following for Student Standards of Academic Integrity for full statement: [www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html](http://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html) and Handbook for Operating Procedures for more information about sanctions.

## AMERICAN WITH DISABILITIES ACT

If you have the need for special classroom accommodations due to a disability, please contact The Center for Accommodations and Support Services (CASS). You can contact them by phone at 747-5148 or by email at [cass@utep.edu](mailto:cass@utep.edu). You can visit the CASS office located in the Union East, Rm 106, or go to their website at [www.utep.edu/student-affairs/cass/](http://www.utep.edu/student-affairs/cass/). Please inform the instructor within the first week of class to ensure you have the necessary accommodations to perform at your normal capability and pace in class.

## DROP DEADLINE

The absolute last day to drop with a "W" is **April 5, 2019**. It is your responsibility to drop the class before the deadline; if you wait you will be dropped with an "F". Only under special circumstances can you drop after the deadline with a "W". This will require the instructor's and Chair's permission and proper documentation from you. Please see an advisor if you need help with the process. You will not be dropped if you stop coming to class. It is recommended that you check other important dates under the calendar: <http://catalog.utep.edu/undergrad/welcome-to-utep/academic-calendar/>