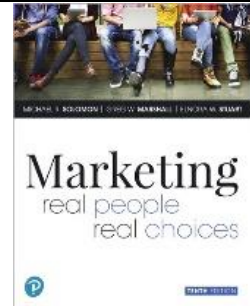


INSTRUCTOR: Denisse Olivas
CLASS: ONLINE
EMAIL: dolivas@utep.edu
OFFICE: COBA - 226
PHONE: 915.747.7738
OFFICE HOURS: Virtual MW 2:00pm-3:00pm via BB collaborative



REQUIREMENTS

Text: Michael Solomon, Greg Marshall, and Elnora Stuart (2020). Marketing: Real People, Real Choices, 10th Edition. Pearson. All assignments and tests are based on this edition. **ISBN:** 9780135209929

MyLab Marketing: You will need this for assignments and study material. **Book/lab bundles** available at bookstore and online via blackboard. Please check home folder for instructions on how to connect account.

Blackboard Access: You will need blackboard to access course materials, activities, exams, and your grades. If you don't have access, or have problems, call the help desk (747-HELP).

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 a 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 be taught completely online, but we will focus on creating a great community of learning through our weekly interactions. Class will be asynchronous, meaning that you can access class material on your own time. The course will entail weekly modules that will require you to read book material, watch class videos, post on our discussion board and practice on MyLab Marketing modules and simulations. These exercises are the foundation of our weekly class. You will also be required to take four exams.

OBJECTIVES

Objective	Learning Domain	Tool
<ul style="list-style-type: none"> Have clear understanding of basic marketing concepts/terminology 	Remembering, Understanding	Videos, discussions, DSMs, exams
<ul style="list-style-type: none"> Understand and be able to develop marketing strategies for businesses and organizations using the 4Ps 	Understanding, Creating, Applying	Class activities/Posts, DSMs, simulations
<ul style="list-style-type: none"> Present marketing information and ideas concisely 	Applying	Class activities/Posts
<ul style="list-style-type: none"> Determine how companies in various industries utilize marketing tools to create, deliver, and measure value 	Evaluating	Class activities/Posts, DSMs, simulations
<ul style="list-style-type: none"> Learn to access marketing resources 	Remembering, Analyzing	Marketing resources and databases
<ul style="list-style-type: none"> Apply marketing concepts and strategies to marketing scenarios 	Applying	DSMs, simulations, exams

CLASS NETIQUETTE

As a university student, you have the opportunity to practice your business skills as well as your professional demeanor in person and online. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Although this is an online course, there are still key behaviors that will be observed and that will help you to have a more productive time in our online environment.

- **Be mindful of your postings.** Be courteous in your responses even if you disagree with what other students are posting. Focus on writing meaningful and creative ideas and suggestions. Remember that you will be sharing your thoughts online to the whole class and your instructor.
- **Harassment or inappropriate postings are not acceptable** to our online community.
- Think of your postings as if you were to say them in a face to face environment.
- **Please keep postings private** and do not share them with anyone outside of class. Our Blackboard class environment is meant to be private, confidential, and a place for learning and growth. **Do not copy postings** to public social media places, blogs, websites, emails, or via texting. Please request permission first from the person who created the posting if you would like to share in a constructive manner.

ATTENDANCE

This is an online course that requires participating online as part of your attendance. Even though you are working remotely, you are part of a community that is taking the same class with other students and your input is expected via posts and other assignments. If assignments are not kept up with, the instructor will not drop you, and you will receive a letter grade of "F". It is your responsibility to work through each of the modules and be present.

TECHNOLOGY REQUIREMENTS

This course will be delivered through the Blackboard Management System and will need an Internet connection to function. In addition, you will need a working UTEP e-mail account, a laptop or desk computer with a webcam, a working browser (Google Chrome, Firefox, Explorer), a microphone, printer, scanner, and a USB drive to save your work. Also ensure your Microsoft Office, Adobe, QuickTime, Java, and Media Players are in working conditions and updated. If you need help please contact the HELP DESK (747-HELP).

OFFICE HOURS AND APPOINTMENTS

Every week I will have office hours via Blackboard connect on MW from 2pm-3pm and by appointment. Please sign in if you have any questions. You may also contact me via email if that is more convenient. My email is 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.

Module	Week Start	Topic Covered in Class	Class Preparation & Assignments Due: Videos (V), Readings (R), Discussion Post (DP), Test review (TR), Dynamic Study Mod (DSM), Simulation (S)
1	19-Jan	Introduction Course Organization	Syllabus Introduction post due
2	24- Jan	MyLab Marketing Instructions	Chapter 1 (V) (R)
		Marketing Overview- Creating Value	(DP1) (DSM) (S) Due
3	31- Jan	Business Planning	Chapter 3 (V) (R)
		Strategic & Market Planning	(DP2) (DSM) (S) Due
4	7- Feb	Market Research	Chapter 4 (V) (R)
		Customer Research	(DP3) (DSM) (S) Due (TR)
5	14- Feb	Test 1 DUE TUESDAY	Covers chapters 1, 3, 4, and class notes.
		Big Data	Chapter 5 (V) (R) (DP4) (DSM) and (S) Due
6	21- Feb	Marketing to Consumers (B2C)	Chapter 6 (V) (R)
		Marketing to Businesses (B2B)	(DP5) (DSM) and (S) Due
7	28-Feb	Segmentation and Targeting	Chapter 7 (V) (R)
		Positioning	(DP6) (DSM) (S) Due (TR)
8	7-Mar	Test 2 DUE TUESDAY	Covers chapters 5-7, and class notes.
		Mid semester check in	Nothing due
9	14-Mar	Spring Break	No class
		Spring Break	No class
10	21-Mar	Innovation	Chapter 8 (V) (R)
		New Product Development	(DP7) (DSM) and (S) Due
11	28-Mar	Strategy Branding Management	Chapter 9 (V) (R)
		Managing Products	(DP8) (DSM) and (S) Due
12	4-Apr	Pricing Products	Chapter 10 (V) (R)
		Pricing Examples	(DP9) (DSM) (S) Due (TR)
13	11-Apr	Test 3 DUE TUESDAY	Covers chapters 8-10, and class notes.
		Distribution	Chapter 11 (V) (R) (DP10) (DSM) (S) Due
14	18-Apr	Advertising – One to Many	Chapter 13 (V) (R)
		Communication Plan	Chapter 13 (DP11) (DSM) (S) Due
15	25-Apr	Social Media Promotions	Chapter 14 (V) (R)
		Direct Marketing Personal Selling	(DP12) (DSM) (S) Due (TR)
16	3-May	Test 4 TUESDAY –Final	Covers chapter 11, 13, 14, and class notes.
		<i>Exam not comprehensive</i>	

WEEKLY POSTS

Every week you will have an assignment that will require you to post on the discussion board and to reply to two of your peers. Posts must be thoughtful, long enough to convey the message, and not a copy of someone else's post. Your first post is due on Thursday by eod (11:59pm). Replies to your peers are due by Sunday by eod (11:59pm). There are 12 posts total with one extra credit post. If you miss one, it won't count against your grade. Posts will comprise a total 200 points (25% of total grade). Late assignments will not be accepted.

MYLAB MARKETING ACTIVITIES

Every chapter will have an activity or set of activities to help you study the chapter more in depth. These include chapter DSMs and simulations. These are due every Thursday eod (11:59pm). Each Dynamic Study Module (DSM) is 10 pts and each simulation is 7 points. You can miss one simulation or get extra credit for one. These activities will comprise 200 points (25% of total grade). Late assignments will not be accepted.

TESTS

There will be four tests worth 100 points each (50% of total grade). The tests will cover readings, video lectures, and will not be comprehensive. Tests may be comprised of multiple choice questions, true/false statements, and essay questions. Exams will be taken online and you will have 48 hours to take it at your convenience. 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 prior to taking it. If a makeup test is taken, you may receive a different version of the exam.

GUEST ONLINE SPEAKERS

We may have guest speakers through **Blackboard Connect** during the course of the semester to speak about different 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

Discussion Posts	200
MyLab activities	200
Tests (4 x 100 points each)	400

Maximum possible points: **800**

Grading scale:

A=720-800
B=640-719
C=560-639
D=480-559
F=0-558

***Please note that your performance must reach the number listed above in order to get that letter grade. There is no extra credit provided at the end of the semester. If you have issues with your grade, please address them during the semester.**

SCHOLASTIC DISHONESTY

Dishonesty in the classroom is a not a truthful representation of your work and your academic achievement. It lowers your level of attainment and the values of respect, trust, and fairness that are needed in the community and in business. Dishonesty includes, but is not limited to plagiarism, cheating on exams, and collusion.

Please review the following site for Student Standards of Academic Integrity for full statement: www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html and the 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. 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/. 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 last day to drop with a "W" is **APRIL 1, 2022**. 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:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>

COVID-19 PRECAUTION STATEMENT

If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.

If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.

We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.