INSTRUCTOR: Denisse Olivas
CLASSROOM: BUSN 323
EMAIL: dolivas@utep.edu
OFFICE: COBA - 226
PHONE: 915.747.7738
OFFICE HOURS: TR 11:50am-1:00pm in person, virtual and by appointment.

REQUIREMENTS
Order here

MyLab Marketing: You will need this for assignments and study material. Book/lab bundles available at bookstore, on link above, 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 provides 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 meets in person, and we will focus on creating a great community of learning through our weekly interactions. The course will entail weekly modules that will require you to read book material, in class activities, 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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Learning Domain</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Have clear understanding of basic marketing concepts/terminology</td>
<td>Remembering, Understanding</td>
<td>Videos, discussions, DSMs, exams</td>
</tr>
<tr>
<td>• Understand and be able to develop marketing strategies for businesses and organizations using the 4Ps</td>
<td>Understanding, Creating, Applying</td>
<td>Class activities/Posts, DSMs, simulations</td>
</tr>
<tr>
<td>• Present marketing information and ideas concisely</td>
<td>Applying</td>
<td>Class activities/Posts</td>
</tr>
<tr>
<td>• Determine how companies in various industries utilize marketing tools to create, deliver, and measure value</td>
<td>Evaluating</td>
<td>Class activities/Posts, DSMs, simulations</td>
</tr>
<tr>
<td>• Learn to access marketing resources</td>
<td>Remembering, Analyzing</td>
<td>Marketing resources and databases</td>
</tr>
<tr>
<td>• Apply marketing concepts and strategies to marketing scenarios</td>
<td>Applying</td>
<td>DSMs, simulations, exams</td>
</tr>
</tbody>
</table>
CLASS EXPECTATIONS
As a university student, you have the opportunity to practice your marketing skills and professional demeanor. Good manners encourage a favorable working environment and promote greater understanding and teamwork. Here are some of the key productive behaviors that will be observed:

- **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.
- **Make it to class.** You are **encouraged** to be present for class. You will benefit from discussions and team projects in class.
- **Be prepared to discuss class chapters.** Read chapters and review any material such as videos and cases that are assigned before you come to class. This will help you have a better understanding during our discussions and will help you study for exams.
- **Take notes.** Notes help to crystalize what you have learned so you can use it on your projects. You can use a pen and paper or computer to take notes. Please abstain from chatting on your computer, using Facebook, Twitter, or browsing through websites not related to class. It shows disinterest to the presenter and classmates, and you will miss important information.
- **The use of cellphones is allowed** only for class related assignments. Please abstain from texting, using any social media, browsing, or playing games while in class.
- **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.
- **Do not take pictures or record** the class unless given permission by instructor. Must ask before class.
- **Participate and engage!** This is a fun 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.** Please abstain from packing your stuff until the class is over. **If you must leave class early, let me know in advance.**
- **Enjoy your class and explore the topic in new ways!**
- **Stay healthy and reach out if you need help.**

OFFICE HOURS AND APPOINTMENTS
Every week I will have office hours on TR from 11:50am-1:00pm in person, virtually, and by appointment. 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 events that may come up.

<table>
<thead>
<tr>
<th>Module</th>
<th>Week Start</th>
<th>Topic Covered in Class</th>
<th>Class Preparation &amp; Assignments Due: Videos (V), Readings (R), Discussion Post (DP), Test review (TR), Dynamic Study Mod (DSM), Simulation (S)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17-Jan 19-Jan</td>
<td>Introduction</td>
<td>Syllabus</td>
</tr>
<tr>
<td>2</td>
<td>24-Jan 26-Jan</td>
<td>Marketing Overview - Creating Value</td>
<td>Chapter 1 (V) (R)</td>
</tr>
<tr>
<td>3</td>
<td>31-Jan 2-Feb</td>
<td>Strategic &amp; Market Planning</td>
<td>Chapter 3 (V) (R)</td>
</tr>
<tr>
<td>4</td>
<td>7-Feb 9-Feb</td>
<td>Market Research</td>
<td>Chapter 4 (V) (R)</td>
</tr>
<tr>
<td>5</td>
<td>14-Feb 16-Feb</td>
<td>Test 1</td>
<td>Covers chapters 1, 3, 4, and class notes.</td>
</tr>
<tr>
<td>6</td>
<td>21-Feb 23-Feb</td>
<td>Marketing to Consumers (B2C)</td>
<td>Chapter 6 (V) (R)</td>
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<tr>
<td>7</td>
<td>28-Feb 2-Mar</td>
<td>Segmentation and Targeting</td>
<td>Chapter 7 (V) (R)</td>
</tr>
<tr>
<td>8</td>
<td>7-Mar 9-Mar</td>
<td>Test 2</td>
<td>Covers chapters 5-7, and class notes.</td>
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<tr>
<td>9</td>
<td>14-Mar 16-Mar</td>
<td>Spring Break - No Class</td>
<td>Chapter 8 (V) (R) (DP7) (DSM) and (S) Due</td>
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<tr>
<td>10</td>
<td>21-Mar 23-Mar</td>
<td>Strategy</td>
<td>Chapter 9 (V) (R)</td>
</tr>
<tr>
<td>11</td>
<td>28-Mar 30-Mar</td>
<td>Pricing Products</td>
<td>Chapter 10 (V) (R)</td>
</tr>
<tr>
<td>12</td>
<td>4-Apr 6-Apr</td>
<td>Class exercises</td>
<td>Chapter 11 (V) (R) (DP10) (DSM) (S) Due</td>
</tr>
<tr>
<td>13</td>
<td>11-Apr 13-Apr</td>
<td>Distribution – retailers/wholesales/online</td>
<td>Chapter 12 (V) (R) (DP12) (DSM) (S) Due</td>
</tr>
<tr>
<td>14</td>
<td>18-Apr 20-Apr</td>
<td>Advertising – One to Many</td>
<td>Chapter 13 (V) (R) (DP11) (DSM) (S) Due</td>
</tr>
<tr>
<td>15</td>
<td>25-Apr 27-Apr</td>
<td>Social Media</td>
<td>Chapter 14 (V) (R) (DP12) (DSM) (S) Due</td>
</tr>
<tr>
<td>16</td>
<td>4-May 6-May</td>
<td>Test 4 Thursday –Final</td>
<td>Covers chapter 11, 13, 14, and class notes.</td>
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</table>

**SPRING 2023**

**PRINCIPLES OF MARKETING**

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**Module:**
- **1:** Introduction | Course Organization MyLab Marketing Instructions
- **2:** Marketing Overview - Creating Value
- **3:** Strategic & Market Planning
- **4:** Market Research
- **5:** Test 1
- **6:** Marketing to Consumers (B2C)
- **7:** Segmentation and Targeting
- **8:** Innovation | New Product Development
- **9:** Spring Break - No Class
- **10:** Strategy | Branding | Management
- **11:** Pricing Products
- **12:** Class exercises
- **13:** Distribution – retailers/wholesales/online
- **14:** Advertising – One to Many
- **15:** Social Media | Promotions
- **16:** Test 4 Thursday –Final

**Syllabus:**
- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4
- Chapter 5
- Chapter 6
- Chapter 7
- Chapter 8
- Chapter 9
- Chapter 10
- Chapter 11
- Chapter 12
- Chapter 13
- Chapter 14

**Assignments:**
- Videos (V)
- Readings (R)
- Discussion Posts (DP)
- Test Reviews (TR)
- Dynamic Study Modules (DSM)
- Simulations (S)
ATTENDANCE
Class attendance and participation are required. However, if you are sick, you are encouraged to stay home and turn in work remotely. Please let the instructor know immediately and read the COVID precaution statement at end of syllabus. If assignments are not kept up with, the instructor will not drop you, and you will receive a letter grade of “F”.

WEEKLY POSTS
Every week you will have an in-class assignment that will require you to post on the discussion board. Posts must be thoughtful, long enough to convey the message, and not a copy of someone else’s post. Your posts are due on Thursdays by eod (11:59pm), unless otherwise noted. There are 13 posts total, including one embedded 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 in depth. These include chapter DSMs and simulations. These are due every Thursday eod (1159pm). Each Dynamic Study Module (DSM) is 10 pts and each simulation is 7 points. You can miss one simulation without losing points 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, discussions and activities. They will not be comprehensive unless you missed a test and need to take the comprehensive final to make up for what you missed. For example, you miss test 2 due to illness or another emergency, you can take a final comprehensive to make up for test 2 and it also counts as test 4. Tests may be comprised of multiple-choice questions, or true/false statements. Exams will be taken in person. 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). Test make ups will be provided as a comprehensive final.

GUEST SPEAKERS
We may have guest speakers 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 and refrain from being on your phone or laptop.
EVALUATION

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Posts/In class activities</td>
<td>200</td>
</tr>
<tr>
<td>MyLab activities</td>
<td>200</td>
</tr>
<tr>
<td>Tests (4 x 100 points each)</td>
<td>400</td>
</tr>
</tbody>
</table>

Maximum possible points: **800**

**Grading scale:**

- **A=720-800**
- **B=640-719**
- **C=560-639**
- **D=480-559**
- **F=0-479**

*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](http://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/](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 last day to drop with a “W” is March 30, 2023. 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.

TITLE IX ADVISORY

“Advisory: Under UTEP policy, Responsible Employees must promptly report all known information of Sexual Misconduct (Sexual Harassment, Sexual Assault, Dating Violence, Domestic Violence, Stalking, Sex Discrimination and Other Inappropriate Sexual Conduct) to a Title IX coordinator.” - Office of Institutional Compliance