



**MKT 3300 002 22448**  
**Principles of Marketing**  
**Spring, 2021**

**Instructor:** Edward “Ed” Ramirez, Ph.D.  
**Real Time**  
**Lecture (optional):** Tues and Thurs – 1 PM to 2:20 PM  
**Office Hours:** Tues and Thurs – 2:30 PM to 3:30 PM  
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**Required Text:**

Either edition of the following textbook is acceptable.

**Marketing: Real People, Real Choices**; by Solomon, Marshall, and Stuart, **9<sup>th</sup> edition**, (2018); Pearson Education. ISBN-13:978-0134292663; ISBN-10: 0134292669.

or

**Marketing: Real People, Real Choices**; by Solomon, Marshall, and Stuart, **10<sup>th</sup> edition**, (2020); Pearson Education. ISBN: 978-0134292663; ISBN: 0134292669.

**Recommended Reading:** Wall Street Journal; Business Week; The Economist

**Course Description:**

This online course examines the role of marketing and its contribution to business. Marketing will be contextualized in such a way as to demonstrate its applicability to the overall purpose of both non-profit and for-profit organizations in relation to the marketing mix (price, product, place, and promotion). Marketing is much more than simply advertising or selling a product; it involves developing and managing products and services that will satisfy customers’ needs and wants.

**Why is this class important?**

The essence of marketing is to facilitate and develop satisfying exchanges from which multiple stakeholders (e.g., customers, sellers, society at large) can benefit. Delivering value to customers (internal and external) is the focal point of all marketing activities. In a nutshell, marketing is the only revenue-generating function in an organization—and as we all know, revenue is the lifeblood of any business venture, as without revenue a business ceases to exist.





### Requirements:

1. Diligently read the textbook chapters and any additional material posted on Blackboard.
2. Proactively engage in your own learning—your single most important competitive advantage in the professional business world will be your ability to learn (sometimes it will be your ability to learn faster than others!). Therefore, take charge of your own learning.
3. I strongly encourage you to attend the real time (or synchronous) lectures, however, you are *not required* to do so. The lectures will be recorded and made available on Blackboard.

### Course Grading:

Students’ comprehension of the course material will be assessed with four (4) exams that will be administered on the course’s Blackboard webpage. The use of notes for exams is allowed, but *strongly discouraged* (You won’t be able to read your notes during a job interview, unless you don’t want to get the job.). In addition, there will be a time limit of 60 minutes to complete each exam. Therefore, I recommended that you are well-prepared to take your exams to ensure that they are completed in the allotted amount of time.

The exams and are weighted equally (See the grade schedule below). Do not miss an exam. If you are hospitalized and cannot take an exam, a make-up will be offered on May 7<sup>th</sup> during normal class hours. Also, if you are hospitalized, have someone contact me while you are in the hospital. I **will not** accept an after the fact excuse.

The final grade will be determined as follows:

<b>Exams:</b>	<b>400 pts.</b>	<b>A = 360 pts. – 400 pts.</b>
		<b>B = 320 pts. – 359.99 pts.</b>
		<b>C = 280 pts. – 319.99 pts.</b>
		<b>D = 240 pts. – 279.99 pts.</b>
<b>Total Points:</b>	<b>400 pts.</b>	<b>F = &lt;240</b>

**Beware that I do not negotiate nor round up grades.**

### Technology Requirements:

Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure that your UTEP e-mail account is working and that you have access to the Internet and a stable web browser. Mozilla Firefox and Google Chrome are the most effective browsers to use for Blackboard; other browsers may





cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with students' technological needs.

### **Expectations of Student Behavior**

Students are expected to interact in a professional, non-adversarial manner and to produce work of the highest quality. There are no shortcuts, easy solutions, or magic tricks involved in any of this work. Do not assume that there will be second chances, retries, do-overs, or extra credit work. Be sure to put all your effort into doing things right the first time around. I am quite aware of the fact that this is a learning process, and I will do my best to help you along the way. Independent thinking and a strong work ethic are valued assets of successful businesspeople. Developing and/or enhancing these skills will provide you with a significant payoff throughout your careers.

### **Netiquette (Etiquette for online class environment):**

- Always consider the audience before you comment. Remember that members of the class and the instructor will be listening to and reading any of your comments.
- Respect and courtesy must be provided to your classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's messages or comments, address the ideas, not the person. Post only what anyone would comfortably state in a Face-to-Face situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on these online spaces is intended for classmates and the professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).



**Academic Integrity (<http://sa.utep.edu/osccr/academic-integrity/>):**

Academic dishonesty is not condoned nor tolerated at UTEP.

“Any student who commits an act of scholastic dishonesty is subject to discipline.

Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

**Accommodations Policy:**

If you feel that you may require an accommodation, contact the Center for Accommodations and Support Services office at 915-747-5148; go to the Union Building East, Room 106, or email: [cass@utep.edu](mailto:cass@utep.edu)

**TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION**

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Tuesday	Jan 19	Intro / Syllabus Overview/ Ch. 1	Course overview and Welcome to the World of Marketing
	Thursday	21	Chapter 1	Con't.
2	Tuesday	26		
	Thursday	28	Chapter 2	Global, Ethical, and Sustainable Marketing
3	Tuesday	Feb 2		Con't.
	Thursday	4	Chapter 3	Strategic Market Planning
4	Tuesday	9	Review	Chapter 3 Con't. and Review.
	Thursday	11	Exam 1	Chapters 1, 2, and 3
5	Tuesday	16	Chapter 4	Marketing Research
	Thursday	18		Con't.
6	Tuesday	23	Chapter 5	Marketing Analytics: Welcome to the Era of Big Data
	Thursday	25		Con't.
7	Tuesday	Mar 2	Chapter 6	Understanding Consumer and Business Markets
	Thursday	4		Con't
8	Tuesday	9	Review	
	Thursday	11	Exam 2	Chapters 4, 5, and 6
9	Tuesday	23	Chapter 7	Segmentation, Target Marketing, and Positioning
	Thursday	25		Con't.
10	Tuesday	30	Chapter 8	Product I: Innovation and New Product Development
	Thursday	Apr 1		Con't.



11	Tuesday	6	Chapter 9	Product II: Product Strategy, Branding, and Product Management
	Thursday	8	Review	
12	Tuesday	10	Exam 3	Chapters 7, 8, and 9
	Thursday	13	Chapter 10	Price: What is the Value Proposition Worth?
13	Tuesday	15		Con't.
	Thursday	20	Chapter 12	Deliver the Customer Experience: Bricks and Clicks
14	Tuesday	22		Con't.
	Thursday	27	Chapter 13	Promotion I: Advertising and Sales Promotion
15	Tuesday	29		
	Thursday	May 4	Review	
16		6	Exam 4	Chapters 10, 12, and 13
	Friday	7		Make-up exams during regular class hours

\*This is a tentative course schedule and is subject to change.