



**MKT 3300 009 27123**  
**Principles of Marketing**  
**Spring, 2024**

**Time:** Tuesday and Thursday – 1:30 to 2:50 PM  
**Room:** COBA 323  
**Instructor:** Edward “Ed” Ramirez, Ph.D.  
**Office Hrs:** Tuesday and Thursday 11 AM to 12 PM - COBA: 214  
**Cellphone:** 404-732-4891  
**Office:** 915-747-7729  
**Email:** eramirez29@utep.edu (I don’t communicate through Blackboard)

**Required Text:**

**Marketing: Real People, Real Choices**; by Solomon, Marshall, and Stuart, **either the 11<sup>th</sup> and 10<sup>th</sup> editions are acceptable**, (2021 and 2019); Pearson Education. ISBN-10: 0136810381, ISBN-13: 978-0136810384; ISBN-10: 0135199891; ISBN-13: 978-0135199893.

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

**Course Description:**

This course explores the world of Marketing. Although it covers a wide range of topics, it focuses on the 4Ps and how marketers can leverage these tools to add value to consumers and business customers. The course also considers how marketers build brands, expand internationally, face threats from increased regulation, deal with a host of stakeholders, and develop sensitivity to consumer demand. Finally, the course offers several noteworthy **UTEP Edge** advantages, as students will be required to think critically, engage in problem solving, develop global awareness, and cultivate communication skills.

**Course Objectives:**

This course will introduce the student to basic marketing principles, offer insights into market strategy planning, and provide an understanding of our market-directed system. This course also provides a foundation for future marketing studies. Lessons from this course can be applied to other fields of study and can assist in solving “real” world business problems.

**Requirements:**

1. Read the text before class.
2. Actively participate in class discussions.





**Course Grading:**

Students’ comprehension of the course material will be assessed with four (4) exams. The exams are equally weighted. Do not miss an exam. If you cannot be here for any of the exams, **do not** enroll in the course.

If you are hospitalized and cannot take an exam, a make-up will be offered on May 3<sup>rd</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.

From time to time, I will show video cases and open the floor for class discussion. This is where you will get a chance to show what you know. Meaningful class participation is expected.

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.**

**Laptop Usage:** Laptop usage is permitted **for note taking** only during class.

**Class Recordings:** I allow students to record my class, but for their viewing/listening only. You must delete the recordings at the end of the semester, unless you seek my expressed, written approval to retain them.

**Attendance and Punctuality:**

Class attendance is expected. Exam material will be partially based on lectures; therefore, you are responsible for any material covered in class.

Please, arrive early and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in the class.

**Academic Dishonesty:**

“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 to 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 (HoOP) 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.”

“It is a violation of copyright laws to copy any portion of the textbook.”

**Statement on Disability:**

If you feel that you may have a disability that requires accommodations, 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)

**PLEASE, TURN OFF YOUR CELL PHONES DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.**

**TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION**

| WEEK | DAY      | DATE   | SUBJECT                   | TOPIC  |
|------|----------|--------|---------------------------|--|
| 1    | Tuesday  | Jan 16 | Intro / Syllabus Overview | Course overview and Welcome to the World of Marketing          |
|      | Thursday | 18     | Chapter 1                 | Con't.   |
| 2    | Tuesday  | 23     |                           |  |
|      | Thursday | 25     | Chapter 2                 | Global, Ethical, and Sustainable Marketing                     |
| 3    | Tuesday  | 30     |                           |  |
|      | Thursday | Feb 1  | Chapter 3                 | Strategic Market Planning                                      |
| 4    | Tuesday  | 6      | Review                    |  |
|      | Thursday | 8      | Exam 1                    | Chapters 1, 2, and 3   |
| 5    | Tuesday  | 13     | Chapter 4                 | Marketing Research   |
|      | Thursday | 15     |                           | Con't.   |
| 6    | Tuesday  | 20     | Chapter 5                 | Marketing Analytics: Welcome to the Era of Big Data            |
|      | Thursday | 22     |                           | Con't.   |
| 7    | Tuesday  | 27     | Chapter 6                 | Understanding Consumer and Business Markets                    |
|      | Thursday | 29     | Chapter 7                 | Segmentation, Target Marketing, and Positioning                |
| 8    | Tuesday  | Mar 5  | Review                    |  |
|      | Thursday | 7      | Exam 2                    | Chapters 4, 5, 6, and 7  |
| 9    | Tuesday  | 19     | Chapter 8                 | Product I: Innovation and New Product Development              |
|      | Thursday | 21     |                           | Con't.   |
| 10   | Tuesday  | 26     | Chapter 9                 | Product II: Product Strategy, Branding, and Product Management |
|      | Thursday | 28     |                           | Con't.   |
| 11   | Tuesday  | Apr 2  | Chapter 10                | Price: What is the Value Proposition Worth?                    |



|    |          |       |            |   |
|----|----------|-------|------------|---|
|    | Thursday | 4     | Review     | Con't.  |
| 12 | Tuesday  | 9     | Exam 3     | Chapters 8, 9, and 10   |
|    | Thursday | 11    | Chapter 12 | Deliver the Customer Experience: Goods and Services via Bricks and Clicks |
| 13 | Tuesday  | 16    |            | Con't.  |
|    | Thursday | 18    | Chapter 13 | Promotion I: Advertising One to Many Communications                       |
| 14 | Tuesday  | 23    |            | Con't.  |
|    | Thursday | 25    | Chapter 14 | Promotion II: Social Media Marketing and other Communication Tools        |
| 15 | Tuesday  | 30    | Review     |   |
|    | Thursday | May 2 | Exam 4     | Chapters 12, 13, and 14   |
|    | Friday   | May 3 |            | Make-up exams   |

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