



MKT 3300 11353 001
Principles of Marketing
Fall, 2021

Time: MW – 4:30 to 5:50 PM
Room: COBA 309
Instructor: Edward “Ed” Ramirez, Ph.D.
Office Hrs: MW 3:30 to 4:30 PM - COBA: 214
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Required Text:

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

We will also be using **MyMarketingLab** for related materials, such as quizzes. That said, you can buy the text and materials as a product bundle.

You can buy online access for **MyMarketingLab** at the bookstore. Visit UTEP’s bookstore and Pearson’s website (<https://mlm.pearson.com/northamerica/mymarketinglab/>) to choose an option that works for you.

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

Course Description:

This course describes and analyzes the ways in which goods and services move to points of consumption. Topics studied include the marketing function within organizations and institutions, the marketing environment, markets, and government regulations that are involved in this process.

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 in business courses and can assist in solving “real” business world problems.

Requirements:





1. Read the text and any additional assignments before class.
2. Actively participate in class discussions.

Course Grading:

Students’ comprehension of the course material will be assessed with four (4) exams and four (4) quizzes. The exams and are weighted equally, as are the quizzes. Do not miss an exam or quiz. If you cannot be here for any of the exams, **do not** enroll in the course. In addition, please, register for **MyMarketingLab** by **September 6th** or you will not be able to take any of quizzes for the semester and thus earn a “0” for these grades.

If you are hospitalized and cannot take an exam, a make-up will be offered on May 10th 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 be showing 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:

Exams:	400 pts.	A = 450 pts. – 500 pts.
Quizzes:	100 pts.	B = 400 pts. – 449.99 pts.
		C = 350 pts. – 399.99 pts.
		D = 300 pts. – 349.99 pts.
Total Points:	500 pts.	F = <300

Beware that I do not negotiate nor round up grades.

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

Attendance and Punctuality:

Class attendance is required and 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 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.”

“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

PLEASE, TURN OFF OR PLACE ON SILENT MODE ANY CELL PHONES, PAGING DEVICES, PDAs, etc., DURING CLASS AS A COURTESY TO YOUR INSTRUCTOR AND YOUR CLASSMATES.

TENTATIVE CLASS SCHEDULE / TOPIC DISCUSSION

WEEK	DAY	DATE	SUBJECT	TOPIC
1	Monday	Aug 23	Intro / Syllabus Overview	Course overview and Welcome to the World of Marketing
	Wednesday	25	Chapter 1	Con't.
2	Monday	30	Chapter 2	Global, Ethical, and Sustainable Marketing
	Wednesday	Sept 1		Con't.
3	Wednesday	8	Chapter 3	Strategic Market Planning
	Monday	13	Review	<i>Quiz 1 due before the start of class</i>
4	Wednesday	15	Exam 1	Chapters 1, 2, and 3
	Monday	20	Chapter 4	Marketing Research
5	Wednesday	22		Con't.
	Monday	27	Chapter 5	Marketing Analytics: Welcome to the Era of Big Data
6	Wednesday	29		Con't.
	Monday	Oct 4	Chapter 6	Understanding Consumer and Business Markets
7	Wednesday	6	Chapter 7	Segmentation, Target Marketing, and Positioning
	Monday	11	Review	<i>Quiz 2 due before the start of class</i>
8	Wednesday	13	Exam 2	Chapters 4, 5, 6, and 7
	Monday	18	Chapter 8	Product I: Innovation and New Product Development
9	Wednesday	20	Chapter 9	Product II: Product Strategy, Branding, and Product Management
	Monday	25		Con't.
10	Wednesday	27	Chapter 10	Price: What is the Value Proposition Worth?



	Monday	Nov 1		Con't.
11	Wednesday	3	Chapter 11	Deliver the Goods: Determine the Distribution Strategy
	Monday	8	Review	<i>Quiz 3 due before the start of class</i>
12	Wednesday	10	Exam 3	Chapters 8, 9, 10, and 11
	Monday	15	Chapter 12	Deliver the Customer Experience: Goods and Services via Bricks and Clicks
13	Wednesday	17		Con't.
	Monday	22	Chapter 13	Promotion I: Advertising One to Many Communications
14	Wednesday	24		Con't.
	Monday	29	Chapter 14	Promotion II: Social Media Marketing and other Communication Tools <i>Quiz 4 due before the start of class</i>
15	Wednesday	Dec 1	Exam 4	Chapters 12, 13, and 14
	Friday	Dec 3		Make-up exams

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