



MKT 3300 20505 005
Principles of Marketing
Spring, 2023

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 11th and 10th 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 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” 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 5th 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 = 360 pts. – 400 pts.
		B = 320 pts. – 359.99 pts.
		C = 280 pts. – 319.99 pts.
		D = 240 pts. – 279.99 pts.
Total Points:	400 pts.	F = <240

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 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

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 17	Intro / Syllabus Overview	Course overview and Welcome to the World of Marketing
	Thursday	19	Chapter 1	Con't.
2	Tuesday	24		
	Thursday	26	Chapter 2	Global, Ethical, and Sustainable Marketing
3	Tuesday	31		
	Thursday	Feb 2	Chapter 3	Strategic Market Planning
4	Tuesday	7	Review	
	Thursday	9	Exam 1	Chapters 1, 2, and 3
5	Tuesday	14	Chapter 4	Marketing Research
	Thursday	16		Con't.
6	Tuesday	21	Chapter 5	Marketing Analytics: Welcome to the Era of Big Data
	Thursday	23		Con't.
7	Tuesday	28	Chapter 6	Understanding Consumer and Business Markets
	Thursday	Mar 2	Chapter 7	Segmentation, Target Marketing, and Positioning
8	Tuesday	7	Review	
	Thursday	9	Exam 2	Chapters 4, 5, 6, and 7
9	Tuesday	21	Chapter 8	Product I: Innovation and New Product Development
	Thursday	23		Con't.
10	Tuesday	28	Chapter 9	Product II: Product Strategy, Branding, and Product Management
	Thursday	30		Con't.
11	Tuesday	Apr 4	Chapter 10	Price: What is the Value Proposition Worth?
	Thursday	6	Review	Con't.
12	Tuesday	11	Exam 3	Chapters 8, 9, and 10



	Thursday	13	Chapter 12	Deliver the Customer Experience: Goods and Services via Bricks and Clicks
13	Tuesday	18		Con't.
	Thursday	20	Chapter 13	Promotion I: Advertising One to Many Communications
14	Tuesday	25		Con't.
	Thursday	27	Chapter 14	Promotion II: Social Media Marketing and other Communication Tools
15	Tuesday	May 2	Review	
	Thursday	4	Exam 4	Chapters 12, 13, and 14
	Friday	May 5		Make-up exams

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