



Edward “Ed” Ramirez, Ph.D.
The University of Texas at El Paso

MKT 3300 – 0 – 13624
Principles of Marketing
Fall, 2018

Time: TR – 6:00 to 7:20 PM
Room: COBA 331
Instructor: Edward “Ed” Ramirez, Ph.D.
Office Hrs: TR 5 to 6 PM - COBA: 214
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Required Text:

Marketing: Real People, Real Choices; by Solomon, Marshall, and Stuart, 9th edition, (2018); Pearson Education. ISBN-13:978-0134292663; ISBN-10: 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 (**Loose leaf text w/ Access card 9780134640112 or Stand Alone Access card w/E-text 9780134293189**).

You can buy online access for **MyMarketingLab** or a paper copy at the bookstore. Visit UTEP’s bookstore and Pearson’s website 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.

If you are hospitalized and cannot take an exam, a make-up will be offered on December 7th 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	Tuesday	Aug 28	Intro / Syllabus Overview	Course overview
2	Thursday	30	Chapter 1	Welcome to the World of Marketing
	Tuesday	Sept 4	Chapter 2	Global, Ethical, and Sustainable Marketing
3	Thursday	6		Con't.
	Tuesday	11	Chapter 3	Strategic Market Planning
4	Thursday	13	Review	<i>Quiz 1 due before the start of class</i>
	Tuesday	18	Exam 1	Chapters 1, 2, and 3
5	Thursday	20	Chapter 4	Marketing Research
	Tuesday	25		Con't.
6	Thursday	27	Chapter 5	Marketing Analytics: Welcome to the Era of Big Data
	Tuesday	Oct 2		Con't.
7	Thursday	4	Chapter 6	Understanding Consumer and Business Markets
	Tuesday	9	Chapter 7	Segmentation, Target Marketing, and Positioning
8	Thursday	11	Review	<i>Quiz 2 due before the start of class</i>
	Tuesday	16	Exam 2	Chapters 4, 5, 6, and 7
9	Thursday	18	Chapter 8	Product I: Innovation and New Product Development
	Tuesday	23	Chapter 9	Product II: Product Strategy, Branding, and Product Management
10	Thursday	25		Con't.
	Tuesday	30	Chapter 10	Price: What is the Value Proposition Worth?
11	Thursday	Nov 1		Con't.



	Tuesday	6	Chapter 11	Deliver the Goods: Determine the Distribution Strategy
12	Thursday	8	Review	<i>Quiz 3 due before the start of class</i>
	Tuesday	13	Exam 3	Chapters 8, 9, 10, and 11
13	Thursday	15	Chapter 12	Deliver the Customer Experience: Bricks and Clicks
	Tuesday	20		Con't.
14	Tuesday	27	Chapter 13	Promotion I: Advertising and Sales Promotion
	Thursday	29		Con't.
15	Tuesday	Dec 4	Chapter 14	Promotion II: Social Media, Direct/Database Marketing, Personal Selling, and Public Relations <i>Quiz 4 due before the start of class</i>
	Thursday	Dec 6	Exam 4	Chapters 12, 13, and 14
	Friday	Dec 7		Make-up exams

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