



MKT 3300 TR 12:00 p.m. – 1:20 p.m.
PRINCIPLES OF MARKETING
FALL 2015

INSTRUCTOR: DR. FERNANDO R. JIMENEZ
CLASS MEETINGS: BUSN 323
OFFICE: BUSN 212
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Email: frjimenezarevalo@utep.edu
Office Hours: TR 1.30pm – 4.30pm
Required materials: You need access to mymarketinglab. See pages 5 - 6

Course Description

A description and analysis of the ways in which goods move to points of consumption. Topics studied include functions, institutions, the marketing environment, markets, and government regulation. Restricted to majors: ACCT, BSAD, CIS, ECON, FIN, MGMT, and MKT.
Prerequisites: ACCT 2301 and junior standing.

Why do you have to take this class?

This class will help you understand the role of the marketing function in the organization. Marketing is a business function in charge of generating demand and facilitating exchange. In the end, this class will improve your understanding of business and help you solve business problems. In addition, you will learn core skills in business communications, motivation, and business etiquette, required to work in professional business environments.

Why do I teach this class?

Before I started my career as a researcher, I had a variety of jobs from performer (music) to exports manager. I formally learned about marketing when I was in college. I conducted an honor's thesis to better understand what would happen if a print shop offered services online? It was a "hot" question at the time. Yes. There was a time when internet was not so popular. I found that recurring business customers buying promotional materials would appreciate re-ordering and paying online. However, customers looking for personal products, such as wedding invitations, would prefer face-to-face service since touching, feeling, and seeing the end product was important. In addition, I found that many customers said they did not have credit cards to



pay online or they would not trust online transactions. Hence, I concluded that the print shop should implement the website for business customers. Indeed, the shop made business customers happy, reduced transaction costs, increased sales, created better customer relationships, and in the end, made more money. It is no surprise to me that now, 15 years later, ecommerce is driven by business-to-business transactions.

Anyways, that's how I got into marketing. Upon graduation, I was hired to do marketing jobs. I was always able to apply, re-learn, and relate marketing concepts to entertainment, banking, retailing, exporting, and consulting. My desire to deepen my knowledge in marketing topics motivated me to pursue a Master of Science in International Studies (Oklahoma State University) with focus on International Marketing, and then a Doctor of Philosophy (Ph.D.) in Marketing from Oklahoma State University.

Now, I conduct research on branding and international marketing. My work has been published in several journals such as *Journal of International Marketing*, *Psychology and Marketing*, *Journal of Interactive Marketing*, *Journal of Service Research*, *International Marketing Review*, *European Journal of Marketing*, and *Journal of Marketing Theory and Practice*. I have also presented my work in major marketing academic conferences such as the *American Marketing Association*, *Academy of Marketing Science*, and the *Association for Consumer Research*.

In sum, my experience, academic qualifications, and above all, my passion for marketing have granted me the opportunity to teach this class for the eleventh consecutive year (7 at UTEP).

My teaching philosophy: Acquire a Business Skillset through Practice

The end goal of education is to provide students with a skillset that allows them to effectively and efficiently perform a specific task. Learning is shown through performance. In this philosophy, practice is the cornerstone. Most things aren't learned in one shot. For this reason, I encourage practice through homework, in-class assignments, and readings.

In addition, I firmly believe that teachers and students co-create education. My job is to facilitate learning. Students should let me guide them and find the motivation to do homework, readings, and assignments. By working together, students will acquire professional skills that will allow them to reach their professional goals.



Course learning objectives

Objective	Level	Activities	Assessment Tool
1. Acquire marketing jargon.	Knowledge	Readings, in class activities.	Exams
2. Develop marketing strategies related to product, price, place, and promotion.	Comprehension Application	In class activities.	In-class assignments.
3. Measure the effectiveness (cost-benefit) of marketing strategies.	Application Analysis	In class activities.	Quizzes, exams.
4. Choose and communicate marketing strategies to specific business problems.	Synthesis Evaluation	In class activities.	In-class assignments.

Class Format and Teaching Strategy

Class sessions will consist of lectures, discussions, and in-class assignments. I employ team-based learning (TBL) to mimic the business environment. Team work is popular in business because it is more productive than individual effort.

Expectations of Student Behavior

You are enrolled in an accredited business program at the university level. You are becoming a highly-educated business professional. Thus, you have to behave as one by embracing “business etiquette,” which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. Therefore, standard American business etiquette rules will be adopted and strictly enforced during our class meetings.

If you fail to follow business etiquette, you will be sanctioned. Sanctions may vary depending on the severity of the misbehavior. Examples of sanctions include dismissal from class, deduction of grade points, and report to the dean of students, among others.



American Business Etiquette at Meetings

- Be punctual. That means arrive before our meeting starts. Arriving early shows professionalism, time management skills, and respect for your boss, colleagues, clients, and/or customers.
- If you arrive late, step in quickly and quietly. If someone is speaking, try not to interrupt and sit as close to the door as possible.
- Come prepared. If it was requested for you to read documents, you are expected to be fully prepared to discuss. Your boss, your colleagues, or your clients will not tolerate you not doing your homework. Do the readings and the homework before coming to class.
- Bring paper and pencil. Taking notes is a must during meetings. Taking notes allows you to remember what was said in the meeting as well as assignments, deadlines, etc. Taking notes shows interest to what the speakers (boss, clients) are saying.
- Don't interrupt a speaker unless he/she has encouraged open discussion.
- Don't fall asleep. It is disrespectful to the speaker. Make arrangements (before the meeting) to be alert. For example, sleep well, eat breakfast, or drink enough water.
- Don't talk with your colleagues. Talking is disruptive to other attendees and inconsiderate to the speaker.
- Silent your cell phone. Don't take calls during the meeting. Don't read or reply text messages either. Most devices now record messages. Activate the answering machine and you can check messages after the meeting.
- Don't misuse your electronic devices. Watching videos, answering text messages, or surfing the net while the meeting is on is disrespectful.
- When you want to ask a question, raise your hand and wait for your turn. If you are confused about a topic that was already explained more than once, hold your question until the end of the meeting.
- Stay calm. Don't do any behaviors (tap your feet, etc.) that is distracting to others.
- Stay until the completion of the meeting. Unless it is absolutely necessary or you have prior permission, you can leave earlier. Leaving earlier is disruptive to others, rude for the speaker, and you may miss important information. In addition, not staying when it was your job to stay signals your responsibility, priorities, and commitment to your job (in this case to your education).
- Don't go out of the meeting for the restroom. Use the restroom before or after the meeting. If you are sick (e.g., diarrhea), inform the speaker about your problem before the meeting and sit close to the door.
- Be polite and polished. Don't curse and don't use slang.
- Participate. Be active and show interest. People in the room will get to know you, and most importantly, remember you. Your image and reputation are at stake. You will need recommendation letters at some point!
- Don't pack your things until it has been indicated that the meeting is over. It is rude to start packing up, especially if there was a time set for the meeting and the time has not expired.



Expectations of Instructor Behavior

- I will be prepared for class.
- I will honor my office hours and notify students in advance of any changes.
- I will treat my students with dignity, respect, and fairness.
- I will supervise class dynamics to create a favorable learning environment, which includes enforcing the business etiquette.
- I will not change the schedule or exam dates. I will only change the schedule if an emergency occurs and I will notify students as soon as possible.
- I will answer student emails in less than 24 hours during business days and by the end of Monday business if the email was sent over the weekend.
- I will post grades in less than five business days.

Required materials:

- **You need access to mymarketinglab.**

Click on the following link to download access instructions. If you are not ready to purchase, you can get temporary access to complete assignments.

[file:///C:/Users/frjimenezarevalo/Downloads/Student%20Registration%20Handout%20for%20jimenez-arevalo18559%20\(4\).pdf](file:///C:/Users/frjimenezarevalo/Downloads/Student%20Registration%20Handout%20for%20jimenez-arevalo18559%20(4).pdf)

Mymarketinglab course ID: [jimenez-arevalo18559](#)

Registration Videos:

Getting Started: <https://www.youtube.com/watch?v=qZGkelldE3Y>

Registration: https://www.youtube.com/watch?v=u65ZF_HaCAc

- **You need access to the textbook**

Mymarketinglab is linked to the following textbook: Marketing: Real People, Real Choices, 8e [04.06.15] by Michael Solomon, Greg Marshall and Elnora Stuart.

You can buy online access with mymarketinglab or a paper copy at the bookstore. Visit UTEP's bookstore and Pearson's website to choose an option that works for you.

Tech Support

- Students should NOT email the instructor regarding Pearson technical issues.
- Here is the Student Technical Support Protocol:

Step 1: Review the Student Support FAQ page here:

<http://www.pearsonmylabandmastering.com/northamerica/students/support/index.html>

Step 2: If you cannot find your question in the FAQ, visit this site to contact Tech Support: <http://247pearsoned.custhelp.com/app/contact>

Step 3: If Tech Support does not resolve your issue, you may contact our dedicated Pearson rep: Shauntel Campos: Shauntel.campos@pearson.com

You MUST provide your Technical Support Ticket number in this email.





Required materials (continued):

- **You need to take notes.**
Use a notebook for this class. Be organized. If you want to use an I-pad, laptop or the like, you can do so ONLY for class purposes. If I surprise you using a device for other purposes, you will lose your privilege to use that device in class again. Be professional.
- **You need a standard calculator.**
- **You need small green scantrons for exams.**

How will you earn your grade?

Term 1	150 points
Term 2	150 points
Term 3	150 points
Term 4	150 points
TOTAL	600 points

The grade for each term comprises two parts:

Exam	100 points
Assignments	50 points

Assignments

This includes: homework, readings, on-line quizzes, and in-class assignments. **Written Assignments (Homework) must be typed.**

Exams

There will be four exams. Exams may include different question types (e.g., multiple choice, true or false, short essay, calculations, etc.). Make-up exams will be allowed only by prior consent and for valid reasons such as medical conditions, jury duty, and military assignment among others. Proper documentation should be furnished PRIOR to the exam. Any make-up exam may be different to the one given to the class. You can check the class schedule to see what chapters will be included in each exam.

If changes to the schedule are needed, the student will be notified. It is the student's responsibility to monitor notifications. *You are responsible for bringing a Scantron (green, short) to complete each exam. You also need a calculator.*





Final Grades

Final grades for the course will be determined as follows:

Percentage of points	Letter Grade
90% or higher	A
80% to 89%	B
70% to 79%	C
60% to 69%	D
less than 60%	F

Attendance

University policy indicates that *all* students attend *all* scheduled classes. Attendance is important for your learning in this class. As you can see, one third of your grade is earned in class. If you don't show up, you don't get credit for assignments. The more you miss, the less you learn and the lower your grade gets. **Tardiness:** Consider business etiquette. Would you hire someone who is constantly late to the meetings? You will be penalized for late arrivals.

Special Accommodations for students

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

Academic Dishonesty

Academic dishonesty is not condoned nor tolerated at UTEP or in MKT 3300. Such dishonesty, when evidenced, will be reported to the Student Judicial Affairs Office at UTEP. Read UTEP's website for more information about sanctions. Academic dishonesty is behavior in which a deliberately fraudulent misrepresentation is employed in an attempt to gain undeserved intellectual credit, either for oneself or for another. It includes, but is not necessarily limited to, the following types of cases: **Plagiarism** - The representation of someone else's ideas as if they are one's own. **Unauthorized Collaboration on Out-of-Class Projects** - The representation of work as solely one's own when in fact it is the result of a joint effort; **Cheating on Exams** - The covert gathering of information from other students, the use of unauthorized notes, unauthorized aids, etc.; and **Knowing Cooperation with Another Person in an Academically Dishonest Undertaking** - Failure by a student to prevent misuse of his/her work by others.



Contact

What is the best way to reach me? Email: frjimenezarevalo@utep.edu

The best way to talk to me in person is by setting an appointment during office hours.

I like to interact with students in an academic and professional way. I highly value students' comments, ideas, feedback, intellectual conversations, and chats about class performance. You can schedule an appointment during my office hours to discuss any of these topics. I also accept walk-ins during office hours without previous appointment, but be aware that if a student with an appointment comes at the same time, the student with an appointment will always have a preference. Play safe. If you need to talk with me, schedule an appointment. You can request an appointment by email.

Class drop

The last day to drop the class with a “W” is October 30, 2015. You MUST see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and you stop coming to class, you will get an “F”. Talk to your academic advisor for details. Check UTEP’s academic calendar for other important dates:

<http://academics.utep.edu/Default.aspx?tabid=75421>

The Faculty Senate, recommended the following list of student services:

Student Counseling Center: <http://sa.utep.edu/counsel/>; (915) 747-5302
202 Union West; walk-ins encouraged

Student Health Center: <http://chs.utep.edu/health>; (915) 747-5624
Many services free to students paid for through student health fee

Center for Accommodations and Support Services: <http://sa.utep.edu/cass>
106 Union East; (915) 747-5148
For disability accommodations

Student Engagement and Leadership Center: <http://sa.utep.edu/selc>
106 Union West; (915) 747-5670
Includes study space with workstations; family friendly room with lactation space

Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news and organizations





Tentative Schedule

MKT 3300 TR 12.00 - 1.30 Fall 2015 Dr. Jiménez ~ Tentative Schedule

Week	Date	Subject	Readings
1	25-Aug	Marketing: Create and Deliver Value	Chapter 1
	27-Aug	Marketing: Create and Deliver Value	Chapter 1
2	1-Sep	Global, Ethical, and Sustainable Marketing	Chapter 2, 10
	3-Sep	Strategic Marketing Planning	Chapter 3, 10
3	8-Sep	Marketing Math	Chapter 10
	10-Sep	Exam 1	Chapters 1, 2, 3, 10, class notes.
4	15-Sep	Market Research	Chapter 4
	17-Sep	Market Research	Chapter 4
5	22-Sep	Marketing Analytics and Big Data	Chapter 5
	24-Sep	Consumer Markets	Chapter 6
6	29-Sep	Business Markets	Chapter 6
	1-Oct	Segmentation	Chapter 7
7	6-Oct	Segmentation	Chapter 7
	8-Oct	Segmentation	Chapter 7
8	13-Oct	Exam review	Chapters 4,5,6, 7, 10, class notes
	15-Oct	Exam 2	Chapters 4,5,6, 7, class notes
9	20-Oct	Product Management	Chapter 8
	22-Oct	Product Management	Chapter 9
10	27-Oct	Service Management	Chapter 12
	29-Oct	Quality and Satisfaction Management	Notes
11	3-Nov	Exam review	Chapters 8, 9, 12, notes.
	5-Nov	Exam 3	Chapters 7, 8, 9, 10, 12, class notes.
12	10-Nov	Distribution	Chapter 11
	12-Nov	Distribution	Chapter 11
13	17-Nov	Pricing	Chapter 10
	19-Nov	Pricing	Chapter 10
14	24-Nov	Advertising and Sales Promotion	Chapter 13
	26-Nov	Thanksgiving Break	No class
15	1-Dec	Social Media, Direct Marketing, Personal Selling, PR	Chapter 14
	3-Dec	Final Review	Chapters 10, 11, 13, 14. Class notes.
16	8-Dec	Exam 4 1:00pm - 3:00 pm Same Classroom	Chapters 10, 11, 13, 14. Class notes.