



**MKT 3300 TR 10:30 a.m. – 11:50 a.m.**  
**PRINCIPLES OF MARKETING – SPRING 17**

**INSTRUCTOR:** DR. FERNANDO R. JIMENEZ  
**CLASS MEETINGS:** BUSN 313  
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**Office Hours:** TR 1.30pm – 4.30pm

### 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.

### Required materials:

- **You need access to mymarketinglab**  
<http://www.pearsonmylabandmastering.com/northamerica/mymarketinglab/>.  
You can purchase a textbook and an access code at the bookstore. You can also buy an access code by itself and a digital book from the Pearson store. Download access instructions from Blackboard. If you are not ready to purchase, you can get temporary access to complete assignments. See PDF document on Blackboard.

Mymarketinglab course ID: jimenez-arevalo02787

#### Registration Videos:

Getting Started: <https://www.youtube.com/watch?v=qZGkelldeE3Y>

Registration: [https://www.youtube.com/watch?v=u65ZF\\_HaCAc](https://www.youtube.com/watch?v=u65ZF_HaCAc)

- **Required 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 a print or digital version of the book, you can buy the text alone or with an access code. 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:**  
<https://support.pearson.com/getsupport/s/>  
**Step 2: If you cannot find your question in the FAQ, visit this site to contact Tech Support:** <https://support.pearson.com/getsupport/s/contactsupport>  
**Step 3: If Tech Support does not resolve your issue, you may contact our dedicated Pearson rep:** Shauntel Campos Grubbs: [Shauntel.campos@pearson.com](mailto:Shauntel.campos@pearson.com)  
You MUST provide your Technical Support Ticket number in this email.

### Additional Materials

- **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 a small green Scantron for exams.**

### 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 Business Research*, *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.



### How will you earn your grade?

4 Exams	400 points (100 points each)
Assignments	100 points
TOTAL	500 points

### Assignments

Assignments include: 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. Also, if you don't show up, you don't get credit for assignments. The more sessions you miss, the less you will learn and the lower your grade will be.

**Tardiness:** Consider business etiquette. Would you promote someone who is constantly late to work? You can 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](mailto: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](http://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](mailto: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 **March 30, 2017**. 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.





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

Campus Carry:

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

*A class schedule appears on next page*





MKT 3300 TR 10.30 - 12.00 Spring 2017 Dr. Jiménez ~ Tentative Schedule

Week	Date	Subject	Readings
1	17-Jan	Marketing: Create and Deliver Value	Chapter 1
	19-Jan	Marketing: Create and Deliver Value	Chapter 1
2	24-Jan	Global, Ethical, and Sustainable Marketing	Chapter 2
	26-Jan	Strategic Marketing Planning	Chapter 3
3	31-Jan	Marketing Performance	Chapter 10 supplement
	<b>2-Feb</b>	<b>Exam 1</b>	<b>Chapters 1, 2, 3, 10, class notes.</b>
4	7-Feb	Market Research	Chapter 4
	9-Feb	Market Research	Chapter 4
5	14-Feb	Marketing Analytics and Big Data	Chapter 5
	16-Feb	Consumer and Business Markets	Chapter 6
6	21-Feb	Consumer and Business Markets	Chapter 6
	23-Feb	Segmentation	Chapter 7
7	28-Feb	Segmentation	Chapter 7
	2-Mar	Segmentation	Chapter 7
8	7-Mar	Exam review	Chapters 4,5,6, 7, class notes
	<b>9-Mar</b>	<b>Exam 2</b>	<b>Chapters 4,5,6, 7, class notes</b>
9	14-Mar	Spring Break	
	16-Mar	Spring Break	
10	21-Mar	Product Management	Chapter 8
	23-Mar	Product Management	Chapter 8
11	28-Mar	Brand Management	Chapter 9
	30-Mar	Quality and Satisfaction Management	Notes
12	4-Apr	Pricing	Chapter 10
	6-Apr	Pricing	Chapter 10
13	11-Apr	Exam review	Chapters 8, 9, 10, notes.
	<b>13-Apr</b>	<b>Exam 3</b>	<b>Chapters 8, 9, 10, class notes.</b>
14	18-Apr	Distribution Strategy	Chapter 11
	20-Apr	Distribution Strategy	Chapter 11
15	25-Apr	Retailing	Chapter 12
	27-Apr	Advertising and Sales Promotion	Chapters 13 and 14
16	2-May	Final Review	Chapters 11, 12, 13, 14. Class notes.
	<b>4-May</b>	<b>Exam 4</b>	<b>Chapters 11,12,13, 14. Class notes.</b>