MKT 3300 CRN 11496 TR 6:00PM – 7:20PM
PRINCIPLES OF MARKETING – FALL 19

INSTRUCTOR: DR. FERNANDO R. JIMENEZ
CLASS MEETINGS: BUSN 331
OFFICE: BUSN 219
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Email: frjimenezarevalo@utep.edu
Office Hours: TR 1.20pm – 3.00pm or by appointment

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, BAMA, BSAD, ECON, FIN, GENB, INBU, INFS, MGMT, MKT, OSCM, POM. Restricted to class of JR, SR
Prerequisite(s): (ACCT 2301 w/C or better ) AND (ACCT 2301 w/C or better
AND ACCT 2302 w/C or better ) AND (ECON 2303 w/C or better AND ECON 2304 w/C or better ) AND (MATH 2301 w/C or better ) OR (MATH 1411 ) AND (QMB 2301 w/C or better)

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-arevalo97533

Registration Videos:
Getting Started: https://www.youtube.com/watch?v=qZGkelldE3Y
Registration: https://www.youtube.com/watch?v=u65ZF_HaCAc

- Required Textbook
Mymarketinglab is linked to the following textbook:
Marketing: Real People, Real Choices, 9e 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/](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](https://support.pearson.com/getsupport/s/contactsupport)

  **Step 3:** If Tech Support does not resolve your issue, you may contact our dedicated Pearson rep:  
  Angela Sanchez:  
  [angela.sanchez@pearson.com](mailto:angela.sanchez@pearson.com)
  
  You MUST provide your Technical Support Ticket number in this email.

Additional Materials

- Standard Calculator
- Laptop for exam day. You must ensure that your laptop can run Blackboard testing. For questions and system requirements visit UTEP Helpdesk at the library.

Course learning objectives

<table>
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<tr>
<th>Objective</th>
<th>Level</th>
<th>Activities</th>
<th>Assessment Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Develop marketing strategies related to product, price, place, and promotion.</td>
<td>Comprehension Application</td>
<td>In class activities, mymarketinglab.</td>
<td>Assignments.</td>
</tr>
<tr>
<td>3. Measure the effectiveness (cost-benefit) of marketing strategies.</td>
<td>Application Analysis</td>
<td>In class activities, mymarketinglab.</td>
<td>Quizzes, exams.</td>
</tr>
</tbody>
</table>
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.

Failure to follow etiquette may result in a sanction determined by the instructor.
Grading
Mymarketinglab: 100 pts. B = 400 – 449 pts.
D = 300 – 349 pts.

Exams
Exams include material from the book and material covered in-class. Exam dates and exam content can be found in the course schedule (see last page). A laptop is required to take the test. Phones, ipads, etc. won’t work. 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. If changes to the schedule are needed, the student will be notified. It is the student’s responsibility to monitor notifications.

MymarketingLab - Pearson
You need to purchase access to mymarketinglab. Refer to page 1 for details. In Mylab you will complete study modules, quizzes, videos, simulations and other exercises. Assignments must be completed by the due date. Late submissions will be penalized 20% per day.

Class drop
The last day to drop the class with a “W” is November 1, 2019. You MUST see an advisor to complete a course drop. I cannot do it, and it will not happen 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.

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.

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

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

- **Student Health Center:** [http://chs.utep.edu/health](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](http://sa.utep.edu/cass)
  106 Union East; (915) 747-5148
  For disability accommodations

- **Student Engagement and Leadership Center:** [http://sa.utep.edu/selc](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](http://sa.utep.edu/careers); 103 Union West; (915) 747-5640

- **Minetracker:** [https://minetracker.utep.edu/](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](http://sa.utep.edu/campuscarry/); for more information on overall campus safety, see [http://admin.utep.edu/emergency](http://admin.utep.edu/emergency).
### Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Subject</th>
<th>Readings</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>27-Aug</td>
<td>Marketing: Create and Deliver Value</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>29-Aug</td>
<td>Marketing: Create and Deliver Value</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>3</td>
<td>3-Sep</td>
<td>Global, Ethical, and Sustainable Marketing</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>4</td>
<td>5-Sep</td>
<td>Strategic Marketing Planning</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>5</td>
<td>10-Sep</td>
<td>Marketing Performance</td>
<td>Chapter 10 supplement</td>
</tr>
<tr>
<td>6</td>
<td>12-Sep</td>
<td>Exams</td>
<td>Chapters 1, 2, 3, 10, class notes.</td>
</tr>
<tr>
<td>7</td>
<td>17-Sep</td>
<td>Market Research</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>8</td>
<td>19-Sep</td>
<td>Market Research</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>9</td>
<td>24-Sep</td>
<td>Marketing Analytics and Big Data</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>10</td>
<td>1-Oct</td>
<td>Consumer and Business Markets</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>11</td>
<td>3-Oct</td>
<td>Segmentation</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>12</td>
<td>7-Oct</td>
<td>Segmentation</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>13</td>
<td>15-Oct</td>
<td>Exam review</td>
<td>Chapters 4, 5, 6, 7, class notes</td>
</tr>
<tr>
<td>14</td>
<td>17-Oct</td>
<td>Product Management</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>15</td>
<td>22-Oct</td>
<td>Product Management</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>16</td>
<td>24-Oct</td>
<td>Brand Management</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>17</td>
<td>29-Oct</td>
<td>Quality and Satisfaction Management</td>
<td>Notes</td>
</tr>
<tr>
<td>18</td>
<td>31-Oct</td>
<td>Pricing</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>19</td>
<td>5-Nov</td>
<td>Pricing</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>20</td>
<td>7-Nov</td>
<td>Exam review</td>
<td>Chapters 8, 9, 10, notes.</td>
</tr>
<tr>
<td>21</td>
<td>12-Nov</td>
<td>Exam 3</td>
<td>Chapters 8, 9, 10, class notes.</td>
</tr>
<tr>
<td>22</td>
<td>14-Nov</td>
<td>Distribution Strategy</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>23</td>
<td>19-Nov</td>
<td>Distribution Strategy</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>24</td>
<td>21-Nov</td>
<td>Retailing</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>25</td>
<td>26-Nov</td>
<td>Promotion I</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>26</td>
<td>28-Nov</td>
<td>Thanksgiving - No class</td>
<td>University Holiday</td>
</tr>
<tr>
<td>27</td>
<td>3-Dec</td>
<td>Promotion II</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>28</td>
<td>5-Dec</td>
<td>Final Review</td>
<td>Chapters 11, 12, 13, 14. Class notes.</td>
</tr>
<tr>
<td>29</td>
<td>12-Dec</td>
<td>Exam 4. Same classroom from 7.00pm to 8.30pm.</td>
<td>Chapters 11, 12, 13, 14. Class notes.</td>
</tr>
</tbody>
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