



MKT 3300 CRN 13154
PRINCIPLES OF MARKETING – FALL 2020

Instructor: Dr. Fernando R. Jiménez
Class Format: Online - Asynchronous
Contact the instructor: Via Course Messages in Blackboard
Virtual office hours: TR 10.00 AM – 11.30 AM, appointment necessary.

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:

- **Mymarketinglab and e-textbook bundle.** A bundle including the e-textbook and an access code to mymarketinglab can be purchased during the registration process. A credit card or a Paypal account are required for payment. The e-textbook and access code are also available at the bookstore. If you are not ready to purchase the materials, you can still get temporary free access to start your assignments. Watch the following video for instructions: https://www.youtube.com/watch?v=Vd8rJe5_VK8
- **Required textbook (included in the bundle).** Marketing: Real People, Real Choices, 9e by Michael Solomon, Greg Marshall and Elnora Stuart. If you purchase the bundle during registration, the e-textbook will be available in mymarketinglab. The book and the access code can also be purchased separately. I recommend you purchase the bundle to avoid any misunderstandings.
- **Standard calculator**

Tech Support

- Your instructor will not be able to help you 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: Angela Sanchez: angela.sanchez@pearson.com

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





Course learning objectives

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

Class Format

- **Online, asynchronous.** This course will be delivered online in an asynchronous format, which means that students will not be required to meet with the instructor at specific days or times. No face-to-face or video conference meetings will be required. Students will complete readings, assignments, and exams online following a schedule. The schedule appears at the end of this document.
- **Deadlines.** This course is not self-paced. Students are responsible for allocating sufficient time during the week to complete assignments by a deadline. Students will be given a time window, typically one week, to read a chapter, answer a quiz, and do homework. Students should plan to allocate **at least 3 hours of work per week** to this course.
- **Video lectures.** The instructor will post video lectures on Blackboard. The videos will provide an overview of the key points of the chapter and instructions for the assignments.
- **Virtual office hours.** The instructor will be available for virtual office hours via Blackboard Collaborate (video conference) on Tuesdays and Thursdays from 10:00AM to 11:30AM. Students need to request an appointment in advance. Appointments are made on a first come, first serve basis and are contingent on availability.



Grading

Midterm exam:	30 points	A = 90 – 100 pts.
Final exam:	30 points	B = 80 – 89 pts.
Quizzes:	20 points	C = 70 – 79 pts.
Homework:	20 points	D = 60 – 69 pts.
Total Points:	100 points	

Exams in MymarketingLab - Pearson

Exams will be online. Students will be able to take the exam at their convenience within a time window, typically one week. However, exams will have a time limit for completion.

Exam dates appear in the course schedule at the end of this document. Make-up exams will be allowed only by prior consent and for valid reasons such as medical conditions, jury duty, and military assignment. Proper documentation should be furnished PRIOR to the exam. Any make-up exam may be different to the one given to the class.

Quizzes in MymarketingLab - Pearson

Students will complete quizzes in Mymarketinglab. Students must complete a study plan prior to the quiz. Late submissions will be penalized by 20% per day.

Homework in MymarketingLab - Pearson

Students will complete homework assignments in Mymarketinglab. Late submissions will be penalized by 20% per day.

Academic Dishonesty

Academic dishonesty is not condoned nor tolerated at UTEP. 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.

Class drop

The last day to drop the class with a "W" is **October 30, 2020**. The student **MUST** contact an advisor to complete a course drop. I cannot do it, and it will not happen automatically. If a student does not drop the class and stops coming to class, the student will receive an "F".





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.

Wall Street Journal

Business students can benefit from reading a business newspaper to relate theory and practice. I encourage students to consider joining the Wall Street Journal. Students in this class may join the Journal for only \$4 per month with a digital-only membership. To benefit from this special offer go to: <https://r.wsj.com/PROFz9gd>

Subscription is optional. Students that subscribe to the WSJ will not receive extra credit. Students that do not subscribe will not be penalized.

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>.



Course Schedule

Week	Window	Video Lecture	To Do List
1	Start: 24-Aug Deadline: 30-Aug	Introduction to the Course	1. Watch video lecture in Blackboard 2. Read the syllabus 3. Register to MyLab and get the book- Required
2	Start: 31-Aug Deadline: 6-Sep	Marketing: Create and Deliver Value	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 1 3. MyLab: Quiz Chapter 1 4. MyLab: Tom Shoes Video Assignment
3	Start: 7-Sep Deadline: 13-Sep	Strategic Marketing Planning	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 3 3. MyLab: Quiz Chapter 3 4. MyLab: Mini Sim on Marketing Plan
4	Start: 14-Sep Deadline: 20-Sep	Market Research	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 4 3. MyLab: Quiz Chapter 4 4. MyLab: Video General Mills Go-Gurt
5	Start: 21-Sep Deadline: 27-Sep	Marketing Analytics and Big Data	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 5 3. MyLab: Quiz Chapter 5 4. MyLab: Video Stew Leonard's
6	Start: 28-Sep Deadline: 4-Oct	Consumer and Business Markets	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 6 3. MyLab: Quiz Chapter 6 4. MyLab: Video Eaton
7	Start: 5-Oct Deadline: 11-Oct	Segmentation	1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 7 3. MyLab: Quiz Chapter 7 4. MyLab: Video NutriSystem
8	Start: 12-Oct Deadline: 18-Oct	Mid-term Exam 2 hours	Chapters 1, 3, 4, 5, 6 and 7.

Second half of the schedule appears on the next page



Week	Window	Video Lecture	To Do List
9	Start: 19-Oct Deadline: 25-Oct	Product I	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 8 3. MyLab: Quiz Chapter 8 4. MyLab: Video Honest Tea 5. MyLab: Mini Sim New Product Development
10	Start: 26-Oct Deadline: 1-Nov	Product II	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 9 3. MyLab: Quiz Chapter 9 4. MyLab: Video General Mills Fiber One 5. MyLab: Mini Sim on Product Life Cycle
11	Start: 2-Nov Deadline: 8-Nov	Pricing I	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 10 3. MyLab: Quiz Chapter 10 4. MyLab: Mini Sim on Pricing 5. MyLab: Mini Sim on Pricing Strategies
12	Start: 9-Nov Deadline: 15-Nov	Pricing II	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 10 3. Exercises on Blackboard, no submission
13	Start: 16-Nov Deadline: 22-Nov	Distribution	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 11 3. MyLab: Quiz Chapter 11 4. MyLab: Video Dunkin' Donuts 5. MyLab: Mini Sim on Supply Chain
14	Start: 23-Nov Deadline: 6-Dec	Promotion I Thanksgiving Nov 26	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 13 3. MyLab: Quiz Chapter 13 4. MyLab: Mini Sim on Advertising 5. MyLab: Mini Sim on Communication
15	Start: 30-Nov Deadline: 6-Dec	Promotion II	<ol style="list-style-type: none"> 1. Watch video lecture in Blackboard 2. Textbook: Read Chapter 14 3. MyLab: Quiz Chapter 14
16	Start: 7-Dec Deadline: 11-Dec	Final Exam 2 hours	Chapters 8, 9, 10, 11, 13 and 14.

Final letter grades will be posted in Blackboard on December 15.