



MKT 3300 CRN 20858 TR 10:30AM – 11:50AM
PRINCIPLES OF MARKETING

INSTRUCTOR: DR. FERNANDO R. JIMENEZ
CLASS MEETINGS: BUSN 323
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Office Hours: TR 1.00pm – 2.30pm or by appointment
Required textbook: Marketing: Real People, Real Choices, 9e by Michael Solomon, Greg Marshall and Elnora Stuart.
Additional Materials Standard calculator

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)

Course learning objectives

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



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, playing games, 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, 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

Exams:	300 pts.	A = 360 – 400 pts.
In-class assignments:	100 pts.	B = 320 – 359 pts.
Total Points:	400 pts.	C = 280 – 319 pts.
		D = 240 – 279 pts.

Exams

Exams include material from the book and material covered in-class. An exam schedule appears in the last page. Students must present a valid photo ID on exam day. 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. Make-up exams may be different to the one given to the class. Make-up exams may incur a penalty.

There will be 4 exams worth 100 points each. The lowest score on one of the first three exams will be dropped. All students must take the last exam. The score on Exam 4 cannot be dropped.

Examples:

Exam 1 (80); Exam 2 (70); Exam 3 (80); Exam 4 (80). Total Exam points = 240 /300.

Exam 1 (80); Exam 2 (70); Exam 3 (80); Exam 4 (60). Total Exam points = 220 /300.

In-class assignments

Students will engage in individual and team assignments during class. Oral presentations may be required. Assignments help students learn how to apply abstract concepts into concrete business situations. **Attendance is mandatory to earn points for assignments.** No make up homework assignments will be offered. Students can make up missed assignments with extra credit.

Assignments must be legible, include date, last name and name (alphabetical order) Stapled.

Extra Credit

Enroll to the Wall Street Journal using the following link: <https://r.wsj.com/PROFz9gd>.

About 10 times during the semester, I will select WSJ marketing articles and assign a quiz through the WSJ website. Students can earn 3 participation points per quiz.

Class drop

The last day to drop the class with a “W” is **March 27, 2019**. Students must refer to an academic advisor before completing a course drop.

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/>; (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>.



Tentative Course Schedule

Week	Date	Subject	Readings	In-class Assignment
1	21-Jan	Introduction	Syllabus	1. Bio Due Jan 23
	23-Jan	Marketing: Create and Deliver Value	Chapter 1	
2	28-Jan	Marketing: Create and Deliver Value	Chapter 1	2. Value
	30-Jan	Global, Ethical, and Sustainable Marketing	Chapter 2	
3	4-Feb	Global, Ethical, and Sustainable Marketing	Chapter 2	3. Global Marketing
	6-Feb	Strategic Marketing Planning	Chapter 3	
4	11-Feb	Strategic Marketing Planning	Chapter 3	4. Marketing Plan
	13-Feb	Exam 1	Chapters 1, 2, 3.	
5	18-Feb	Market Research	Chapter 4	
	20-Feb	Market Research	Chapter 4	5. Market Research
6	25-Feb	Marketing Analytics and Big Data	Chapter 5	
	27-Feb	Consumer and Business Markets	Chapter 6	
7	3-Mar	Consumer and Business Markets	Chapter 6	6. Decision-making
	5-Mar	Segmentation	Chapter 7	
8	10-Mar	Segmentation	Chapter 7	7. Positioning
	12-Mar	Exam 2	Chapters 4, 5, 6, 7.	
9	17-Mar	Spring Break	No class	
	19-Mar	Spring Break	No class	
10	24-Mar	Product Management	Chapter 8	
	26-Mar	Product Management	Chapter 8	
11	31-Mar	Brand Management	Chapter 9	8. Product Management
	2-Apr	Pricing	Chapter 10	
12	7-Apr	Pricing	Chapter 10	9. Pricing
	9-Apr	Exercises and exam review	Chapters 8, 9, 10.	
13	14-Apr	Exam 3	Chapters 8, 9, 10.	
	16-Apr	Distribution Strategy	Chapter 11	
14	21-Apr	Distribution Strategy	Chapter 11	
	23-Apr	Retailing	Chapter 12	10. Distribution
15	28-Apr	Promotion I	Chapter 13	
	30-Apr	Promotion II	Chapter 14	11. Promotion
16	5-May	Exercises and exam review	Chapters 11, 12, 13, 14.	
	7-May	Exam 4	Chapters 11, 12, 13, 14.	