



**MKT 3300 CRN 12957**  
**PRINCIPLES OF MARKETING**

**Professor:** Dr. Fernando R. Jiménez  
**Class meetings:** TR 12:00 – 1:20, COBA 323  
**Contact:** [frjimenezarevalo@utep.edu](mailto:frjimenezarevalo@utep.edu), 915-747-7724, COBA 219  
**Office hours:** TR 10:30 – 12:00 / 1:30 – 3:00

**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.

**Course learning objectives**

Objective	Level	Activities	Assessment
1. Acquire marketing jargon.	Knowledge	Readings Dynamic Study Modules	Quizzes, Exams
2. Develop marketing strategies related to product, price, place, and promotion.	Comprehension Application	Simulations	My Lab Sims
3. Measure the effectiveness (cost-benefit) of marketing strategies.	Application Analysis	Exercises	Quizzes, Exams
4. Choose and communicate marketing strategies to specific business problems.	Synthesis Evaluation	Exercises	Quizzes, Exams

**Required Materials:**

- **Required Textbook (included in the bundle).**



Marketing: Real People, Real Choices, 10e by Michael Solomon, Greg Marshall and Elnora Stuart with MyMarketingLab Access.  
ISBN-13: 9780135209912



MyMarketingLab is a digital product that allows students to access a digital textbook and complete assignments (e.g., quizzes, study modules, simulations, etc.). Access to MyMarketingLab is required. More info in the last section.

**Attendance**

Students are required to attend all sessions. Students that cannot attend a session due to an emergency (e.g., military deployment, illness) must contact the instructor. Proper documentation will be requested.





**Grading:**

Pearson's MyLab Assignments:	50 points	A = 450 – 500 points
Pearson's MyLab Quizzes:	50 points	B = 400 – 449 points
Exams (4 @ 100 pts):	400 points	C = 350 – 399 points
Total Points:	500 points	D = 300 – 349 points
WSJ Extra Credit:	14 points	F = 299 points or less

- **Pearson's MyLab Assignments.** Each week, students will access Pearson's MyLab to: Read a book chapter and complete assignments such as mini-simulations, study modules, and watch short video cases. For full credit, assignments must be completed by the due date. A penalty of 33% per day will apply for late assignments.
- **Pearson's MyLab Quizzes.** Each week, students will access Pearson's MyLab to complete a quiz for a book chapter. To help students study for the quiz, students will have to complete Study Plans prior to the quizzes. In MyLab, Study Plans are like study guides that students must complete prior to taking a quiz. Study Plans are not graded. Students must show basic mastery of topics before taking the quiz. Students can take a quiz two times without penalty. The highest grade out of two attempts will be recorded. To earn full credit, however, students must complete the quiz by the due date. Late quizzes will be penalized 33% per day.
- **Exams.** There will be four exams worth 100 points each. Exams will be delivered in class. Exam dates and exam topics appear in the course schedule. Students must bring a pencil, a SCANTRON, and a calculator to take the test.
- **Extra Credit Assignments:** Extra credit assignments will be announced and completed in-class. Extra credit assignments will be graded. Submission by itself does not warrant full points. Late and make-up extra credit assignments will not be graded. Some assignments involve a team effort. Students cannot make up extra credit assignments.
- **WSJ Extra Credit.** Students can earn up to 14 points of extra credit throughout the semester. Reading the Wall Street Journal will help students to relate theory and practice. I encourage students to join the WSJ for only \$24 per year with a digital-only membership. To subscribe to the journal at this special rate: <https://r.wsj.com/PROFz9gd> Subscription to the journal alone will not merit extra credit points.

To earn extra credit, once enrolled to the WSJ, students must enroll in the WSJ Assessment Center (<https://on.wsj.com/3BIP31E>) and complete "open-WSJ article" quizzes about news articles related to current marketing issues. Quizzes consist of 5-10 questions. Each quiz will be worth 1 point. Each week, a new quiz will be posted in the assessment portal. Students will not receive credit for quizzes that are past due. To maximize the WSJ extra credit benefit, enroll to the journal and to the assessment portal as soon as possible. WSJ extra credit is optional. Students will not be penalized for not registering to the journal.



### 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).

### Class drop

The last day to drop the class with a “W” is **October 29, 2021**. 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”.

### 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.

### COVID-19

If you have tested positive for COVID-19, you are encouraged to report your results to [covidaction@utep.edu](mailto:covidaction@utep.edu), so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced. If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. For more information about the current rates, testing, and vaccinations, please visit [epstrong.org](http://epstrong.org). Please follow the link for the latest University policies related to COVID-19:

<https://www.utep.edu/resuming-campus-operations/faqs/faculty-and-staff.html#>



### Course Schedule

Week	Date	Subject	Readings
1	24-Aug	Introduction	Syllabus
	26-Aug	Marketing: Create and Deliver Value	Chapter 1
2	31-Aug	Marketing: Create and Deliver Value	Chapter 1
	2-Sep	Global, Ethical, and Sustainable Marketing	Chapter 2
3	7-Sep	Global, Ethical, and Sustainable Marketing	Chapter 2
	9-Sep	Strategic Marketing Planning	Chapter 3
4	14-Sep	Strategic Marketing Planning	Chapter 3
	<b>16-Sep</b>	<b>Exam 1</b>	<b>Chapters 1, 2, 3.</b>
5	21-Sep	Market Research	Chapter 4
	23-Sep	Market Research	Chapter 4
6	28-Sep	Marketing Analytics and Big Data	Chapter 5
	30-Sep	Consumer and Business Markets	Chapter 6
7	5-Oct	Consumer and Business Markets	Chapter 6
	7-Oct	Segmentation	Chapter 7
8	12-Oct	Segmentation	Chapter 7
	<b>14-Oct</b>	<b>Exam 2</b>	<b>Chapters 4, 5, 6, 7.</b>
9	19-Oct	Product Management	Chapter 8
	21-Oct	Product Management	Chapter 8
10	26-Oct	Brand Management	Chapter 9
	28-Oct	Brand Management	Chapter 9
11	2-Nov	Pricing	Chapter 10
	4-Nov	Pricing	Chapter 10
12	<b>9-Nov</b>	<b>Exam 3</b>	<b>Chapters 8, 9, 10.</b>
	11-Nov	Distribution Strategy	Chapter 11
13	16-Nov	Distribution Strategy	Chapter 11
	18-Nov	Retailing	Chapter 12
14	23-Nov	Promotion I	Chapter 13
	<b>25-Nov</b>	<b>Thanksgiving</b>	<b>Holiday</b>
15	30-Nov	Promotion II	Chapter 14
	<b>2-Dec</b>	<b>Exam 4</b>	<b>Chapters 11, 12, 13, 14.</b>



### PEARSON'S MYLAB

- **MyLab Registration:** Students must register to MyLab through Blackboard. In Blackboard, students will find a link to complete the registration. When students register to MyLab through Blackboard, their MyLab account links to the course. Do not register through Pearson's website.
- **Temporary Free Access:** Students that are not ready to purchase the textbook/MyLab bundle can still register to MyLab through Blackboard and get temporary access to start assignments. Students will have 14 days to complete the purchase. If the purchase is not completed within the period, access will be revoked and assignment records lost.
- **Purchase Recommendations:** Students can register and purchase the materials at the same time through Blackboard. Students will have the option to purchase a bundle including the e-textbook and an access code to MyLab. A credit card or a PayPal account are required for payment (\$84.99 approx.). If you purchase a bundle through Amazon, Pearson's website, or the bookstore, please complete the MyLab registration through Blackboard. I recommend you to purchase the bundle in Blackboard to avoid any misunderstandings.

For detailed instructions regarding registration, temporary access, and purchase of the bundle (textbook/MyLab), watch: [https://www.youtube.com/watch?v=Vd8rJe5\\_VK8](https://www.youtube.com/watch?v=Vd8rJe5_VK8)

**Tech Support for Pearson:** Most issues can be resolved by performing each step below on your browser: TURN OFF POP-UP BLOCKERS; ACCEPT/ENABLE COOKIES; DELETE CACHED FILES & COOKIES \*TIP - Preferred browsers are Chrome and Firefox






If you still need help, follow the Pearson Technical Support Process steps listed in the blue box. If your course is paired with Blackboard, please include your [diagnostics](#) when opening your case. [Here](#) is helpful information to provide to Support.

See next page for contact information.



Pearson Technical Support

**Common Issues**

<p><b>Check your browser</b> Platforms work best on Chrome and Firefox</p> 	<p><b>Clear cache &amp; cookies</b> "Time-out" errors or "session error" messages</p> 	<p><b>Allow pop-ups &amp; cookies</b> Errors such as eTexts/assignments not opening</p> 
<p>Pearson requires <b>separate accounts</b> for Revel and MyLab/Mastering</p> 	<p>I need help upgrading from temporary access for MyLab/Mastering</p> 	<p>It says I have a Pearson account with my email address, but when I click "Forgot Password", I never get an email. <b>Create a new account.</b> You can use your same email address, but you'll need a unique username. Simply click "close" when you are prompted that you may have an account and you'll be able to continue creating your new account.</p>

**If you were told to contact Tech Support for help, please scan this code**

**OR**

**text 'Hi' to 1-866-264-0618 for assistance.**



Pearson

If you exhaust all the possibilities and still are unable to get a resolution, please send your Pearson Technical Support Case Number to your instructor, who can pass it to their Representative for further investigation.