



**MKT 3300 CRN 11362**  
**PRINCIPLES OF MARKETING – FA 2023**

**Instructor:** Dr. Fernando R. Jiménez  
**Class Format:** Online - Asynchronous  
**Contact the instructor:** Course messages on Blackboard  
**Virtual office hours:** Via Blackboard Zoom, TR 10:30 AM – 12:00 PM 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, BSAD, CIS, ECON, FIN, MGMT, and MKT.  
**Prerequisites:** [ACCT 2301](#) and junior standing.

**Course learning objectives**

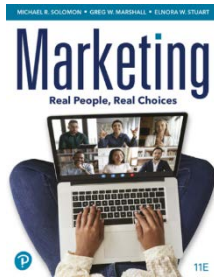
Objective	Level	Activities	Assessment
1. Acquire marketing jargon.	Knowledge	Readings Dynamic Study Modules	Quizzes, Exams
2. Develop marketing strategies related to product, price, place, and promotion.	Comprehension Application	Simulations	My Lab Sims Flip Practicums
3. Measure the effectiveness (cost-benefit)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

**Course structure:** This course is online asynchronous. Students are not required to meet at any specific times/dates. However, students must follow a course schedule and complete assignments by due dates. The course uses a modular format in Blackboard– that is, each week is “packaged” as a single, including course materials and assignments for a given week.

Modules will become available on Monday, and assignments will be due on Sunday at 11:30 PM (MST – El Paso Time). Enrolled students can access modules through Blackboard. In Module One: Course Orientation, students can obtain detailed information about navigating the Blackboard course shell. For technical support regarding Blackboard, please contact the IT Help Desk at 915-747-4357 or visit [https://www.utep.edu/technologysupport/ServiceCatalog/BB\\_Students.html](https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html)  
 More information about Blackboard and the Blackboard App appears in the Technology Requirements section of this syllabus.



### Required Materials:



- **Required Textbook (included in the MyLab bundle).**  
Marketing: Real People, Real Choices, 11e by Michael Solomon, Greg Marshall, and Elnora Stuart with MyMarketingLab Access.  
ISBN-13: 978-0136810384  
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.

- **MyLab Registration:** Students can find a link to register for Pearson's MyLab on Blackboard. Register to MyLab **through Blackboard**. When students register to MyLab through Blackboard, their MyLab account will be linked to the course. **Do not** register through Pearson's website.
- **Temporary Free Access:** Students 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.

For detailed instructions regarding registration, temporary access, and purchase of the bundle (textbook/MyLab), watch the following video: [How to register for Mylab](#).

**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 the 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.</p> <p><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.



**Course Assignments and Grading:**

Pearson’s MyLab Assignments:	50 points	A = 180 – 200 points
Pearson’s MyLab Quizzes:	50 points	B = 160 – 179 points
Flip Practicums:	40 points	C = 140 – 159 points
Exams (2 @ 30 pts):	60 points	D = 120 – 139 points
Total Points:	200 points	F = 119 or less points

- **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.
- **Flip Practicums.** Each week, students will complete a practicum that requires students to show the application of the concepts learned in class to solve concrete problems or provide real-life examples. Practicums link abstract concepts to our reality.

Join the Flip classroom at <https://flip.com/90383800> or scan code:  
Join Code: 90383800



Use your UTEP email address. Practicums are required in video format.  
Students will record a short (2-minute Max) video. Check the schedule for due dates and assignments.

**\*Important\*** To be eligible for grading, students will have to watch at least one video from another student and provide feedback. Students are welcome to reply to feedback and engage in academic discussion. There will be 14 Practicums worth 3 points each.

**Practicum Rubric:**

- 0 points – The student did not answer the question / failed to comment on a peer student.
- 1 point – The student showed effort to answer but the connection to the topic is weak.
- 2 points – The student answered the question at a basic level. Limited examples/comments.
- 3 points – The student demonstrates a clear understanding of the topic and provided clear examples, comments, evidence. Effort to learn is evident.

Professionalism is expected. Inappropriate language and content will not be graded.



- **Exams.** A Midterm Exam (30 pts.) will contain 60 questions covering book chapters 1, 2, 4, 5, 6, 7, and practicum materials. Students have 1 hour and 20 minutes to complete the exam. A Final Exam (30 pts.) will consist of 60 questions covering book chapters 8, 9, 10, 11, 13, 14 and practicum materials. Students have 1 hour and 20 minutes to complete the exam. Students that need special accommodations need to contact CASS and the instructor. Details are provided in the Special Accommodations section below.

**\*Exams will require the Test Proctoring Software called Respondus Lockdown Browser and Monitor. For more information, refer to the section “Technology Requirements” below.\***

### Copyright Statement for Course Materials and Student-created Content

Copyright law protects all materials used in this course. The course materials are only for the use of students currently enrolled in this course and only for this course. They may not be further disseminated.

### Technology Requirements:

- **Tech Skills:** The course requires navigating online websites and basic software applications such as Microsoft Office, Pearson’s MyLab, Flip, and WSJ Assessments. Students are also responsible for managing and configuring their computer software and hardware to make things work.
- **Computer/laptop with internet connection.** For the best experience, students need access to a computer/laptop equipped with a stable internet connection, Microsoft Office, a webcam, and a microphone. Some students use tablets or smartphones instead. It is up to the student to check the compatibility and functionality of their devices. Students can download and/or access MS Office for free via UTEP’s Microsoft Office Portal. Check:  
[https://www.utep.edu/technologysupport/ServiceCatalog/SOFTWARE\\_PAGES/soft\\_microsoftoffice365.html](https://www.utep.edu/technologysupport/ServiceCatalog/SOFTWARE_PAGES/soft_microsoftoffice365.html)

### Tech Support with computers or connectivity issues

UTEP’s IT Helpdesk can help students to set up their device: Via phone (915-747-4357) Remotely via chat (<https://www.utep.edu/technologysupport/about/HelpDeskChat.html>) In person at UTEP Library Room 300.

Check out their website at: <https://www.utep.edu/technologysupport/index.html>

If you are in need of a device or internet connection, contact the UTEP Library for assistance. Some computer labs at the library or the College of Business may be available, with restricted hours of operation. If you can’t come to campus, the library may have some laptops and hotspots available for checkout for students that request them. Please contact the library directly:

<https://www.utep.edu/library/>



- **Blackboard.** The main online platform for this course is Blackboard. Students can access Blackboard through UTEP's website ([www.utep.edu](http://www.utep.edu)) or directly at MyUTEP ([www.my.utep.edu/My](http://www.my.utep.edu/My)). Blackboard works best with Google Chrome or Mozilla Firefox. In BB, students will access course content, Pearson's Digital Textbook, MymarketingLab assignments, quizzes, and exams, Flip discussion forums, live discussion sessions, virtual office hours, email to the instructor, and other course materials. **Blackboard App.** I recommend you download the BB App on your mobile phone. In the App, you will get access to the course and receive push notifications with course announcements. For instructions, please refer to the Blackboard page listed above.

### Tech Support for Blackboard

To learn about Blackboard features visit:

[https://www.utep.edu/technologysupport/ServiceCatalog/BB\\_Students.html](https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html)

You can get Blackboard assistance at: 915-747-4357, IT Helpdesk.

- **Flip.** Flip is a free platform that allows students to upload and reply to video discussions. Students will use their UTEP email credentials (Microsoft 365) to view and complete assignments. Students will need to record audio and video. To become familiar with Flip, watch: <https://www.youtube.com/watch?v=C0QV3Yfv7UY> A **FLIP APP** is also available.

### Technical issues:

For additional questions, feel free to contact the instructor through Blackboard.

- **Test Proctoring Software: Respondus Lockdown Browser and Monitor.** For the midterm and final exam, students will be required to use Respondus and Monitor. Respondus blocks students' screens when taking the exam. Monitor uses a student's webcam to record their facial movements as they take the test. Students need to download a program in their computer to access the exams. Please review the following guidelines:
  1. The exams will only be available at the times identified on the course calendar.
  2. Students can take the test at any time within the dates window.
  3. Students will have one hour to take the tests.
  4. A reliable internet connection is essential to completing the exam.
  5. Students will have one attempt to take the test. Issues during the exam, please email the instructor directly at [frjimenezarevalo@utep.edu](mailto:frjimenezarevalo@utep.edu).
  6. Respondus Monitor requires a webcam and microphone.
  7. Students are required to show their UTEP ID or valid photo ID prior to the test.
  8. Students' faces should be visible. Make sure to take the test in a location where face coverings are not required.
  9. The exam and midterm are closed-book exams. No notes, textbooks, etc., are allowed. Students will be required to close all screens before the test. If the software detects that the eyes of the student are looking elsewhere, the student will be automatically flagged.
  10. Make sure you are in a private and quiet place. Students cannot have any conversations. If the software detects conversations, the student will be flagged (and reported).



**Tech support Respondus and Monitor:** Contact UTEP's IT Helpdesk  
<https://www.utep.edu/technologysupport/> or call 915-747-4357

**Course Communication:** Because this is a fully online – asynchronous class, the instructor and students will not interact face-to-face in traditional ways: during class time, small group meetings, and office hours. However, communication channels are open:

- **Course Messages.** In Blackboard, students can email the instructor through a feature called course messages. This feature allows students and instructors to organize communications effectively by keeping track of emails associated with each course. The instructor will reply to course messages within 48 business hours (M-F). To protect the privacy and confidentiality of student's records, the instructor will not answer emails sent via regular email from non-UTEP accounts. Please use Course Messages. Using Course Messages reassures the student's identity. In case of an emergency (e.g., not being able to access Blackboard), use your UTEP email account to contact the instructor at Professor Jimenez, [frjimenezarevalo@utep.edu](mailto:frjimenezarevalo@utep.edu). In your email opening, please state your name, course number, and UTEP ID.
- **Virtual Office hours.** The instructor will hold virtual office hours from 10:30 AM to 12:00 PM on Tuesdays and Thursdays or by appointment. Students are asked to schedule an appointment with the instructor to better serve them and manage meetings efficiently.
- **Course Blog:** In each Blackboard module, the instructor will provide a link to a course blog where students can ask questions about course materials or any other questions. Students are encouraged to answer questions from their peers.
- **Announcements.** Each week, the instructor will send out an announcement detailing the work to do for that week. It is an effort to help students stay on track. Please enable course announcements in your BB App, check BB announcements in your BB shell, and check your UTEP email frequently. You may get thousands of messages each week, but each student is different; I have to send out announcements in multiple ways. Please forgive me for cluttering your accounts.

**Netiquette:** Electronic communications lack information from body language and context. It is easy to miscommunicate with others. Please follow network etiquette rules in emails, discussions, and other posts:

- Treat others, as you would like to be treated. Respect classmates and instructors.
- Be tolerant to other people's ideas. Do not insult, embarrass, criticize, or bully others. When addressing someone else's ideas, refer to the idea not to the person.
- Post messages and videos in a way that resembles face-to-face interactions in a classroom. If you would not do it in the classroom, don't upload it.
- Blackboard is not a public internet venue; all postings should be private and confidential. Do not share information outside the course.



- Posting course documents, videos, and any other material in public internet websites is prohibited.

Students that post inappropriate language or content will not receive credit for assignments and will be reported to the Dean of Students for academic misconduct.

### **Attendance / Activity**

In an online course, students commit to participate in learning activities regularly on a weekly basis. The instructor will monitor students' participation. Students that do not access Blackboard, Pearson's MyLab, or Flip can be dropped from the class. Students that cannot access the course due to an emergency (e.g., military deployment, illness) must contact the instructor.

Contact the instructor if you need any arrangements due to exceptional circumstances. Proper documentation will be requested. Keep in mind that the instructor must treat all students equally.

Allowing a student to postpone a test to go on a pleasure trip is not manageable. The other 99 students in the class could have the right to ask for a similar exception. Emergencies only.

### **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 **November 3, 2023**. 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." COBA Advising:

<https://www.utep.edu/business/UndergraduatePrograms/advisingresources/AdvisingAppointment.html>

### **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.





**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



Course Schedule

Module	Deadline	Module Description	Readings	Pearson MyLab	Flip Practicum
1. Course Orientation	Start: Mon, Aug 28 Due: Sun, Sep 3	This module provides information about course objectives, grading, assignments, course materials, accommodations, expectations, and course navigation.	Syllabus	1. Register to Pearson's MyLab 2. Navigate MyLab 3. Learn how to open the digital book 4. Learn how to find assignments 5. Learn how to find quizzes 6. Learn how to find grades 7. Explore MyLab features	P1. Introduce Yourself Instructions included in the module <a href="https://flip.com/99391316">https://flip.com/99391316</a>
2. Intro to Marketing		This module addresses common misconceptions about marketing and describes what the marketing function entails in corporations today. This module introduces common marketing terminology.	Chapter 1	1. Dynamic Study Module 2. Video: Apple 3. Mini Simulation: Marketing Mix 4. Quiz Chapter 1	P2. Marketing Pitch: Helping People Solve Problems Instructions included in the module <a href="https://flip.com/37766cb3">https://flip.com/37766cb3</a>
3. Strategic Marketing	Start: Mon, Sep 4 Due: Sun, Sep 10	This module describes the role of marketing in strategic business planning. The module also discusses the difference between business and marketing plans.	Chapter 3	1. Dynamic Study Module 2. Video: Redbull 3. Video: Gustavo Briseño 4. Mini Simulation: Marketing Plan 5. Quiz Chapter 3	P3. Marketing like the Pros Instructions included in the module <a href="https://flip.com/cd578ce6">https://flip.com/cd578ce6</a>
4. Market Research	Start: Mon, Sep 11 Due: Sun, Sep 17	This module describes the sources of marketing data and the market research process.	Chapter 4	1. Dynamic Study Module 2. Video: Focus Groups 3. Mini Simulation: Market Research 4. Quiz Chapter 4	P4. Market research in practice. Instructions included in the module <a href="https://flip.com/8a524266">https://flip.com/8a524266</a>
5. Marketing Analytics	Start: Mon, Sep 18 Due: Sun, Sep 24	This module discusses emerging trends in marketing analytics and big data applications.	Chapter 5	1. Dynamic Study Module 2. Video: Dystopia 3. Mini Simulation: Big Data 4. Quiz Chapter 5	P5. Big Data Applications Instructions included in the module <a href="https://flip.com/3ca0d491">https://flip.com/3ca0d491</a>
6. Markets	Start: Mon, Sep 25 Due: Sun, Oct 1	This module describes the main characteristics of consumer and business markets and outlines the purchasing decision-making process.	Chapter 6	1. Dynamic Study Module 2. Video: Brand Loyalty 3. Mini Simulation: Decision Making 4. Mini Simulation: B2B Marketing 5. Quiz Chapter 6	P6. Consumer Decision-Making Instructions included in the module <a href="https://flip.com/fc773471">https://flip.com/fc773471</a>
7. Segmentation	Start: Mon, Oct 2 Due: Sun, Oct 8	This module introduces the target marketing model including segmentation, target marketing, and positioning. It also provides examples of different segmentation strategies.	Chapter 7	1. Dynamic Study Module 2. Video: Atlanta Hawks 3. Mini Simulation: Segmentation 4. Quiz Chapter 7	P7. Segmenting Markets Instructions included in the module <a href="https://flip.com/90e8dcfc">https://flip.com/90e8dcfc</a>
8. Midterm Exam	Start: Mon, Oct 9 Due: Sun, Oct 15	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Modules 1, 2, 4, 5, 6, 7	Students can review Study Modules, Study Plans, Quizzes, and other materials in MyLab before the test. Practicums must be reviewed.	No Practicum due

Second half of the schedule appears in the next page



Course schedule – 2<sup>nd</sup> half

Module	Deadline	Module Description	Readings	Pearson MyLab	Flip Practicum
9. Marketing & Profit	Start: Mon, Oct 16 Due: Sun, Oct 22	This module introduces students to the financial implications of marketing mix decisions. A review of BEP, income statement, and margins is provided.	Watch Videos on Blackboard; PPT slides provided.	None	P8: Marketing & Profit Instructions included in the module <a href="https://flip.com/f131a292">https://flip.com/f131a292</a>
10. The Product	Start: Mon, Oct 23 Due: Sun, Oct 29	This module describes the first "P" of the marketing mix: the product. The module describes how corporations innovate and develop new products.	Chapter 8	1. Dynamic Study Module 2. Video: Lenovo 3. Mini Simulation: New Products 4. Quiz Chapter 8	P9: Product Management & Profit Instructions included in the module <a href="https://flip.com/4744d99e">https://flip.com/4744d99e</a>
11. Product Management	Start: Mon, Oct 30 Due: Sun, Nov 5	This module describes how corporations develop product strategy and execute branding and product management.	Chapter 9	1. Dynamic Study Module 2. Video: Impossible Foods 3. Mini Simulation: Product Life Cycle 4. Quiz Chapter 9	P10: Product Management & Profit Instructions included in the module <a href="https://flip.com/dcb950d2">https://flip.com/dcb950d2</a>
12. Pricing	Start: Mon, Nov 6 Due: Sun, Nov 12	This module discusses pricing objectives and strategies. The implications of pricing strategy on revenue generation and profitability are also discussed.	Chapter 10	1. Dynamic Study Module 2. Video: Netflix 3. Mini Simulation: Pricing 4. Mini Simulation: Pricing Strategy 5. Quiz Chapter 10	P11: Price Management & Profit Instructions included in the module <a href="https://flip.com/64d066cc">https://flip.com/64d066cc</a>
13. Distribution (Place)	Start: Mon, Nov 13 Due: Sun, Nov 19	This module discusses managerial considerations about the "Place" to deliver goods and services to the consumer.	Chapter 11	1. Dynamic Study Module 2. Video: Amazon 3. Mini Simulation: Supply Chain 4. Quiz Chapter 11	P12: Distribution & Profit Instructions included in the module <a href="https://flip.com/bc06ebf6">https://flip.com/bc06ebf6</a>
14. Promotion	Start: Mon, Nov 20 Due: Sun, Nov 26	This module describes the role of advertising in marketing communications.	Chapter 13	1. Dynamic Study Module 2. Video: Super Bowl 3. Mini Simulation: Advertising 4. Mini Simulation: Mkt Communications 5. Quiz Chapter 13	P13: Advertising & Profit Instructions included in the module <a href="https://flip.com/36b8fe7f">https://flip.com/36b8fe7f</a>
15. Promotional Strategy	Start: Mon, Nov 27 Due: Sun, Dec 3	This module describes social media and other marketing communications.	Chapter 14	1. Dynamic Study Module 2. Video: Sales 3. Mini Simulation: Personal Selling 4. Quiz Chapter 14	P14: Social media marketing Instructions included in the module <a href="https://flip.com/6f1ce516">https://flip.com/6f1ce516</a>
16. Final Exam	Start: Mon, Dec 4 Due: Thu, Dec 7	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Modules 8, 9, 10, 11, 13, 14, exercises	Chapters, Exercises, Practicums	No Practicum due