



MKT 3300 CRN 31564
PRINCIPLES OF MARKETING – SU 2023

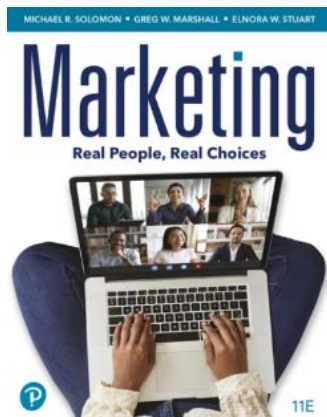
Instructor: Dr. Fernando R. Jiménez
Class Meetings: MTWRF / COBA 312 / 11:40 AM – 1:50 PM
Contact: frjimenezarevalo@utep.edu / 915-747-7724
Office Hours: TR 10:00 – 11:00 AM

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 Discussions	My Lab Sims Flip videos
3. Measure the effectiveness (cost-benefit) of marketing strategies.	Application Analysis	Exercises	Exams
4. Choose and communicate marketing strategies to specific business problems.	Synthesis Evaluation	Simulations Discussions	Quizzes, exams Flip Videos

Required Materials:



- **Required Textbook**
Marketing: Real People, Real Choices, 11e by Michael Solomon, Greg Marshall, and Elnora Stuart
 ISBN-13: 978-0136810384



Course Assignments and Grading:

Participation:	10 points	A = 90 – 100 points
Exam 1	20 points	B = 80 – 89 points
Exam 2	20 points	C = 70 – 79 points
Exam 3	20 points	D = 60 – 69 points
Exam 4	30 points	F = 59 or less points
Total Points:	100 points	

- **Participation.** Students will work in teams to submit in-class participation assignments. Students cannot make up for participation points. Assignments will be graded; a mere submission does not guarantee full points.
- **Exams.** Please refer to the course schedule for exam dates and material covered. Exams will require the Test Proctoring Software called Respondus Lockdown Browser. For more information, refer to:
 - **Tech support Respondus and Monitor:** Contact UTEP’s IT Helpdesk <https://www.utep.edu/technologysupport/> or call 915-747-4357

Special Accommodations for students

If you 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.

Class drop

The last day to drop the class with a “W” is **June 27, 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>

Blackboard. The main online platform for this course is Blackboard. Students can access Blackboard through UTEP’s website (www.utep.edu) or directly at MyUTEP (www.my.utep.edu/My). Blackboard works best with Google Chrome or Mozilla Firefox. To learn about Blackboard features visit:

https://www.utep.edu/technologysupport/ServiceCatalog/BB_Students.html

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





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
1. Course Orientation	Monday June 12	This module provides information about course objectives, grading, assignments, course materials, accommodations, expectations, and course navigation.	Syllabus
2. Intro to Marketing	Tuesday June 13	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
3. Strategic Marketing	Wednesday June 14	This module describes the role of marketing in strategic business planning. The module also discusses the difference between business and marketing plans.	Chapter 3
4. Market Research	Thursday June 15	This module describes the sources of marketing data and the market research process.	Chapter 4
Exam 1	Friday June 16	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Chapters 1, 3, and 4
	Monday June 19	No Class	
5: Marketing Analytics	Tuesday June 20	This module discusses emerging trends in marketing analytics and big data applications.	Chapter 5
6. Markets	Wednesday June 21	This module describes the main characteristics of consumer and business markets and outlines the purchasing decision-making process.	Chapter 6
7. Segmentation	Thursday June 22	This module introduces the target marketing model including segmentation, target marketing, and positioning. It also provides	Chapter 7
Exam 2	Friday June 23	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Chapters 5, 6, and 7



Module	Deadline	Module Description	Readings
8. Marketing & Profit	Monday June 26	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.
9. The Product	Tuesday June 27	This module describes the first "P" of the marketing mix: the product. The module describes how corporations innovate and develop new products.	Chapter 8
10. Product Management	Wednesday June 28	This module describes how corporations develop product strategy and execute branding and product management.	Chapter 9
11. Pricing	Thursday June 29	This module discusses pricing objectives and strategies. The implications of pricing strategy on revenue generation and profitability	Chapter 10
Exam 3	Friday June 30	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Chapters 8, 9, 10, and exercises
12. Distribution (Place)	Monday July 3	This module discusses managerial considerations about the "Place" to deliver goods and services to the consumer.	Chapter 11
	Tuesday July 4	No Class	
13. Promotion	Wednesday July 5	This module describes the role of advertising and social media in marketing communications.	Chapters 13 and 14
14. Final Review	Thursday July 6	Review for Exam 4	Exercises
Exam 4	Friday July 7	The exam will use Respondus Lockdown Browser and Monitor. Please refer to the syllabus, in case you need technology support.	Chapters 11, 13, 14 and exercises