



MKT 3300 CRN 35943
PRINCIPLES OF MARKETING – SU 2023

Instructor: Dr. Fernando R. Jiménez
Class Format: Online - Asynchronous
Contact the instructor: Via Course Messages on Blackboard
Virtual office hours: Via Blackboard Zoom, TR 10:00 AM – 11:00 AM 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 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

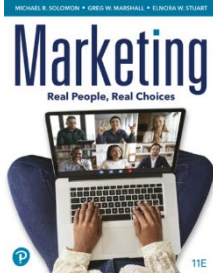
Course structure: This course is online asynchronous. Students are not required to meet at any specific times/dates. However, students must follow a course schedule and complete assignments by due dates. The course uses a modular format in Blackboard– that is, each week is “packaged” as a single including 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. Enrolled students can access modules through Blackboard. In Module One: Course Orientation, students can obtain detailed information about how to navigate 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 More information about Blackboard and the Blackboard App appears in the Technology Requirements section of this syllabus.





Required Materials:



- **Required Textbook (included in the 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:** On Blackboard students can find a link to register for Pearson's MyLab. 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 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.

For detailed instructions regarding registration, temporary access, and purchase of the bundle (textbook/MyLab), watch:

https://www.google.com/search?q=pearson+registration+to+mylab+blackboard&rlz=1C1GCEA_enUS902US902&oq=pearson+registration+to+mylab+blackboard&aqs=chrome..69i57j33i160l3j33i22i29l30l2.7824j0j7&sourceid=chrome&ie=UTF-8

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>Check your browser Platforms work best on Chrome and Firefox</p> 	<p>Clear cache & cookies "Time-out" errors or "session error" messages</p> 	<p>Allow pop-ups & cookies Errors such as eTexts/assignments not opening</p> 
<p>Pearson requires separate accounts 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. Create a new account. 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.





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/af052ab2> Join Code: af052ab2
 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 consist of 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 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 the purpose of this course. They may not be further disseminated.



Technology Requirements:

- **Tech Skills:** The course requires basic skills to navigate online websites and basic software applications such as Microsoft Office, Pearson's MyLab, Flip, and WSJ Assessments.
- **Computer/laptop with internet connection.** For the best experience, students need to have 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

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) or directly at MyUTEP (www.my.utep.edu/My). Blackboard works best with Google Chrome or Mozilla Firefox. In BB, students will access to 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 to download the BB App in 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

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.
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' face 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 prior to 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 course messages within 48 business hours (M-F). To protect the privacy and confidentiality of students' 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. In your email opening, please state your name, course number, and UTEP ID.
- **Virtual Office hours.** The instructor will hold virtual office hours from 10:00 to 11:00 AM on Tuesdays and Thursdays or by appointment. To better serve you and to manage meetings efficiently, students are asked to setup an appointment with the instructor.
- **Course Blog:** In each Blackboard module, the instructor will provide a link to a course blog in which students can ask questions about course materials or any other questions about the course. Students are encouraged to answer questions to 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. I know 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, 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 22, 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	Practicum
1. Course Orientation	Start: Mon, May 15 Due: Sun, May 21	This module provides information about course objectives, grading, assignments, course materials, accommodations, expectations, and course navigation. <u>Each module contains a welcome video with a module overview. Watch it.</u>	Syllabus	<ol style="list-style-type: none"> 1. Register to Pearson's MyLab 2. Navigate MyLab 3. Learn how to open 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 Join Code c79fca9d
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	<ol style="list-style-type: none"> 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 Join Code db793f6c
3. Strategic Marketing	Start: Mon, May 22 Due: Sun, May 28	This module describes the role of marketing in strategic business planning. The module also discusses the difference between business and marketing plans.	Chapter 3	<ol style="list-style-type: none"> 1. Dynamic Study Module 2. Video: Redbull 3. Video: Gustavo Briseno 4. Mini Simulation: Marketing Plan 5. Quiz Chapter 3 	P3. Marketing like the Pros Instructions included in the module Join Code 73fadea1
4. Market Research		This module describes the sources of marketing data and the market research process.	Chapter 4	<ol style="list-style-type: none"> 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 Join Code 555ea88b
5: Marketing Analytics	Start: Mon, May 29 Due: Sun, Jun 4	This module discusses emerging trends in marketing analytics and big data applications.	Chapter 5	<ol style="list-style-type: none"> 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 Join Code fee3f895
6. Markets		This module describes the main characteristics of consumer and business markets and outlines the purchasing decision-making process.	Chapter 6	<ol style="list-style-type: none"> 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 Join Code b9153313
7. Segmentation	Start: Mon, Jun 5 Due: Sun, Jun 11	This module introduces the target marketing model including segmentation, target marketing, and positioning. It also provides examples of different segmentation strategies.	Chapter 7	<ol style="list-style-type: none"> 1. Dynamic Study Module 2. Video: Atlanta Hawks 3. Mini Simulation: Segmentation 4. Quiz Chapter 7 	P7. Segmenting Markets Instructions included in the module Join Code 652d487b
8. Midterm		The midterm 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 My Lab prior to the test. Practicums must be reviewed.	No Practicum due

Second half of the schedule appears in the next page



Course schedule – 2nd half

Module	Deadline	Module Description	Readings	Pearson MyLab	Flipgrid Practicum
9. Marketing & Profit	Start: Mon, Jun 12 Due: Sun, Jun 18	This module introduces students to the financial implications of marketing mix decisions. A review of BEP, income statement, and margins is provided.	Watch Videos in Blackboard; PPT slides provided.	None	P8: Marketing & Profit Instructions included in the module Join Code e930b7e8
10. The Product		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 Join Code 33d73b51
11. Product Management		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 Join Code abf20787
12. Pricing	Start: Mon, Jun 19 Due: Sun, Jun 25	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 Join Code 16257a4f
13. Distribution (Place)		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 Join Code a57bc825
14. Promotion		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 Join Code 5303b75a
15. Promotional Strategy	Start: Mon, Jun 26 Due: Fri, Jun 30	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 Join Code 5311bb0e
16. Final Exam		Final Exam	Modules 8, 9, 10, 11, 13, 14	Chapters, Exercises, Practicums	None