

MKT 3300 TR 10:30 a.m. – 11:50 a.m.
PRINCIPLES OF MARKETING
Spring 2014

INSTRUCTOR: DR. FERNANDO JIMENEZ
CLASS MEETINGS: BUSN 313
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Office Hours: Tuesdays and Thursdays 1:00 pm – 3:00 pm

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.

Why do you have to take this class?

This class will help you understand the role of the marketing function in the organization. Marketing is a business function in charge of generating demand, facilitating exchange, and developing business-customer relationships. In the end, this class will improve your understanding of business and help you solve business problems.

Why do I teach this class?

During my early years, I had the opportunity to work in different jobs from entertainment (as a musician) to exporting. I noticed that, in the end, the activities I was performing had the same goal: offer something (entertainment, food, etc.) to someone for something in exchange (preferably money). I became interested in understanding more about this exchange process, thus I started reading about marketing.

I formally learned about marketing when I was in college. To obtain my bachelor's degree, I conducted a research project to better understand what would happen if a print shop offered services online? It was a "hot" question at the time. (Yes. There was a time when internet was not so popular). I found that recurring business customers buying promotional materials would appreciate re-ordering and paying online. However, customers looking for personal products, such as wedding invitations, would prefer face-to-face service since touching, feeling, and seeing the end product was important. In addition, I found that many customers said they did not have credit cards to pay online or they would not trust online transactions. Hence, I concluded that the print shop should implement the website for business customers. Indeed, the shop made business customers happy, reduced transaction costs, increased sales, created better customer relationships, and in the end, made more money. It is no surprise to me that now, 14 years later, ecommerce is driven by business-to-business transactions.

Anyways, that’s how I got into marketing. Upon graduation, I was hired to do marketing jobs. I was always able to apply, re-learn, and relate marketing concepts to entertainment, banking, retailing, exporting, and consulting. My desire to deepen my knowledge and conduct research in marketing motivated me to pursue a Masters in International Studies (Oklahoma State University) with focus on International Business (and marketing), and then a Doctor of Philosophy (Ph.D.) in Marketing from Oklahoma State University. Now, I conduct academic research in marketing topics. My work has been published in the *Journal of International Marketing, Psychology and Marketing, Journal of Interactive Marketing, Journal of Service Research, International Marketing Review, European Journal of Marketing, and Journal of Marketing Theory and Practice*, and in major marketing academic conferences such as the *American Marketing Association, Academy of Marketing Science, and the Association for Consumer Research*.

In sum, my experience, academic qualifications, and above all, my passion for marketing have granted me the opportunity to teach this class for the eighth consecutive year (4 ½ years here at UTEP).

My teaching philosophy: Learn by doing

I believe that the end goal of education is to help people perform better. If students don’t translate knowledge into performance, learning has not been accomplished. In this philosophy, repetition is fundamental. Most things are hard to learn in one shot. If you think about it, repetition has helped you learn many things throughout your life. For this reason, in my class you will find that homework, exercises, in-class activities, and readings (even if repetitive) are crucial steps in the learning process. Finally, I firmly believe that learning is an individual endeavor and choice. Nobody can learn for you. Therefore, I consider that my job as an educator is to facilitate your learning. As a facilitator, my role is to tell you what to read, what to do, and how to do it. It is your choice whether you want to do the necessary actions to learn.

Learning is a choice, choose to learn!

Course learning objectives

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

Class Format and Teaching Strategies

Class sessions will consist of lectures, class discussions, and in-class assignments. I will use a teaching strategy called team-based learning (TBL). The reason I chose this strategy is that businesses are team-based. Thus, you have to be prepared to master team work. Team work is popular in business because it is more productive than individual effort.

Expectations of Student Behavior

You are enrolled in a university. You are becoming a highly-educated business professional. Thus, you have to learn how to behave as one. In the business world, there is something called “business etiquette” which is a collection of unwritten rules, customs and traditions regarding professional behavior. Employers, co-workers, and customers will expect you to know and follow these business etiquette rules. Therefore, to train you to behave as a business professional, standard American business etiquette rules will be adopted and strictly enforced during our class meetings.

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 and helps you remember assignments, deadlines, etc. Also, 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 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.
- 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 (e.g., diarrhea), 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.

Expectations of Instructor Behavior

This is a list of things you should expect from me.

- I will be prepared for class.
- I will honor my office hours and notify students in advance of any changes.
- I will treat my students with dignity, respect, and fairness.
- I will supervise the class dynamics in order to create a learning environment, which includes enforcing the business etiquette.
- I will not change the schedule or exam dates. I will only change the schedule if an emergency occurs and I will notify students via blackboard announcements as soon as I know about the change.
- I will answer student emails in less than 24 hours during business days and by the end of Monday business if the email was sent over the weekend.
- I will post grades on blackboard in less than five business days.

What materials do you need for class?

- **You need a book.**

Marketing: Real People, Real Choices, 7th edition. Michael Solomon, Greg Marshall, and Elnora Stuart, Pearson, Prentice Hall.

Can students use a previous edition?

No. I base exams, schedule, and lectures on the 7th edition.

- **You need access to Blackboard**

Class materials will be posted on blackboard. Call the HELP (747-HELP) desk if you have any questions regarding Blackboard, or go to the IT help desk located at the library.

- **You need to take notes.**

Use a notebook for this class. Be organized. If you want to use an I-pad, laptop or the like, you can do so ONLY for class purposes. If I surprise you using a device for other purposes, you will lose your privilege to use that device in class again. Be professional.

- **You need a standard calculator**
- **You need scantrons for exams.**

How will I earn my grade?

Term 1	150 points
Term 2	150 points
Term 3	150 points
Term 4	150 points
TOTAL	600 points

The grade for each term comprises two parts:

Exam	100 points
Assignments	50 points

Assignments

As a business professional, your constant homework is to be prepared for a meeting. Hence, you must read the corresponding chapter for the session before coming to class. Consider allocating time to do your chapter readings. When you read the chapter ahead of class, you are ready to learn and participate. If you fail to prepare, you will lose points and you will struggle to catch up.

Homework must be typed. In-class assignments may be in the form of individual and/or group quizzes and exercises.

Exams

There will be four exams. Exams may include different question types (e.g., multiple choice, true or false, short essay, calculations, etc.). Make-up exams will be allowed only by prior consent and for valid reasons such as medical conditions, jury duty, and military assignment among others. Proper documentation should be furnished PRIOR to the exam. Any make-up exam may be different to the one given to the class. You can check the class schedule to see what chapters will be included in each exam.

If changes to the schedule are needed, the student will be notified via blackboard announcements. It is the student's responsibility to monitor blackboard. *You are responsible for bringing a Scantron (green, short) to complete each exam. You also need a calculator.*

Final Grades

Final grades for the course will be determined as follows:

Percentage of points	Letter Grade
90% or higher	A
80% to 89%	B
70% to 79%	C
60% to 69%	D
less than 60%	F

Attendance

University policy indicates that *all* students attend *all* scheduled classes. Attendance is important for your learning in this class. As you can see, one third of your grade is earned in class. If you don't show up, you don't get credit for assignments. The more you miss, the less you learn and the lower your grade gets. **Tardiness:** Consider business etiquette. Late arrivals are an annoying distraction that can be avoided. Besides, many quizzes and assignments will be started at the beginning of class.

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.

What is the best way to reach me? Email: frjimenezarevalo@utep.edu

The best way to talk to me in person is by setting an appointment during office hours. I like to interact with students in an academic and professional way. I highly value students' comments, ideas, feedback, intellectual conversations, and chats about class performance. You can schedule an appointment during my office hours to discuss any of these topics. I also accept walk-ins during office hours without previous appointment, but be aware that if a student with an appointment comes at the same time, the student with an appointment will always have a preference. Play safe. If you need to talk with me, schedule an appointment. You can request an appointment by email.

Class schedule

You will find a detailed schedule on blackboard under course content. The schedule contains information about the materials covered each class session and the materials included in each exam. Also, the schedule specifies exam dates. Sometimes, uncontrollable events (e.g., weather) will force us to adjust the schedule. It is your responsibility to check the schedule in a regular basis. Ideally, you should look at the schedule at the beginning of each week.

CLASS DROP

The last day to drop the class with a “W” is April 4, 2013. You MUST see an advisor to complete a course drop. I cannot do it, and it will not be done automatically. If you do not drop the class and you stop coming to class, you will get an “F”. Talk to your academic advisor for details. Check UTEP’s academic calendar for other important dates:

<http://academics.utep.edu/Default.aspx?tabid=69121>

Tentative Schedule

MKT 3300 TR 10:30 - 11:50 Spring 2014 Dr. Jiménez ~ Tentative Schedule

Week	Date	Subject	Readings
1	21-Jan	Introduction to Marketing	Syllabus
	23-Jan	Marketing and Value	Chapter 1
2	28-Jan	Marketing and Value for the Customer	Chapter 1
	30-Jan	Marketing and Value for the Firm	Chapter 2
3	4-Feb	Exam 1	Chapters 1, 2, class notes.
	6-Feb	Marketing Value to the Customer: Listen	Chapter 4
4	11-Feb	Marketing Value to the Customer: Listen	Chapter 4
	13-Feb	Marketing Value to the Customer: Listen	Chapter 4
5	18-Feb	Sources of Value (B2C)	Chapter 5
	20-Feb	Sources of Value (B2C)	Chapter 5
6	25-Feb	Sources of Value (B2B)	Chapter 6
	27-Feb	Exam review	Chapters 4,5,6, class notes
7	4-Mar	Exam 2	Chapters 4,5,6, class notes
	6-Mar	Segmentation	Chapter 7
8	11-Mar	Spring Break	No class
	13-Mar	Spring Break	No class
9	18-Mar	Targeting	Chapter 7
	20-Mar	Positioning	Chapter 7
10	25-Mar	Product: Value/ cost tradeoff of goods	Chapter 8, 9
	27-Mar	Product: Value/cost tradeoff of services	Chapter 10.
11	1-Apr	Measurement of quality, satisfaction and happiness	Chapters 8, 9, 10.
	3-Apr	Measurement of quality, satisfaction and happiness	Chapters 8, 9, 10.
12	8-Apr	Exam review	Chapters 7, 8, 9, 10.
	10-Apr	Exam 3	Chapters 7, 8, 9, 10, class notes.
13	15-Apr	Distribution	Chapter 15
	17-Apr	Distribution	Chapter 15
14	22-Apr	Pricing: Putting a number on value	Chapter 11
	24-Apr	Pricing: Putting a number on value	Chapter 11
15	29-Apr	Communicating value: Promotional Strategy, IMC	Chapters 12 and 13
	1-May	Communicating value: Promotional Strategy, IMC	Chapters 12 and 13
16	6-May	Social media and direct marketing	Chapters 12 and 13
	8-May	Final Review	Chapters 15, 11, 12, 13. Class notes.
17	13-May		
	15-May	Exam 4 10:00 a.m.- 12.00 p.m. Same Classroom	Chapters 15, 11, 12, 13. Class notes.