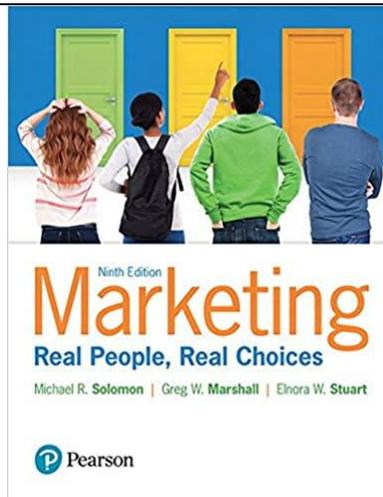




MKT 3300 CRN 35121
Principles of Marketing, Summer I 2020

Instructor: Gabriel Moreno
Office Hours: Thursdays 10:00am to 12:00pm (Online—Collaborate Ultra)
Email: Use email capability in Blackboard
Required Text: *Marketing, Real People, Real Choices, 9th Edition.*
Salomon, Marshall, and Stuart.
ISBN-10 0-13-429266-9



Front Cover of Textbook required for this course

Course Description:

This online course examines the role of marketing and its contribution to business. Marketing will be contextualized in such a way as to demonstrate its applicability to the overall purpose of both non-profit and for-profit organizations in relation to the marketing mix (price, product, place, and promotion). Marketing is much more than simply advertising or selling a product; it involves developing and managing products and services that will satisfy customers' needs and wants.

Why is this class important?

The essence of marketing is to facilitate and develop satisfying exchanges from which multiple stakeholders (e.g., customers, sellers, society at large) can benefit. Delivering value to customers (internal and external) is the focal point of all marketing activities. In a nutshell, marketing is the only revenue-generating function in an organization—and as we all know, revenue is the lifeline of any business venture, without revenue a business ceases to exist.



Requirements:

1. Diligently read the textbook chapters and any additional material.
2. Actively participate in Blackboard’s Discussion Forum.
3. Proactively engage in your own learning—your single most important competitive advantage in the professional business world will be your ability to learn (sometimes it will be your ability to learn faster than others!). Therefore, take charge of your own learning.

Course learning objectives

Objective	Outcome	Assessment Tool
1. Know what marketing is and what it does for business.	To understand the value of marketing for business strategy	Exams
2. Understand the marketing mix and how organizations can benefit from strategic marketing planning and implementation.	To apply and analyze the marketing mix in order to address real-world business situations	Discussion Forum & Case studies
3. Apply marketing research in making better decisions.	To analyze and evaluate the use of marketing to promote business success	Team Project

Course Grading:

Your grade will be determined by your performance on four exams, syllabus quiz, chapter case studies, discussion boards, and team project. The final grade will be computed as follows:

Activity	Points
Exam 1	100
Exam 2	100
Exam 3	100
Exam 4	100
Syllabus Quiz	50
Chapter Case Studies (4)	160
Discussion boards (4)	200
Group Project	200
Total	1000





The following scale will be used to assign final grades:

A = 900 – 1000 pts

B = 800 – 899 pts

C = 700 – 799 pts

D = 600 – 699 pts

F = 0 – 599 pts

*****FINAL GRADES ARE NOT NEGOTIABLE*****

Exams:

You will be required to complete four exams. Each exam will include the chapters described in the schedule. The exams will be conducted online using Blackboard's Lock Down Browser feature. The use of notes is allowed, however, there will be a time limit of 60 minutes to complete the exam. Therefore, it is recommended that the student be well-prepared to take the exam to ensure that it is completed in the allotted time.

Syllabus Quiz:

You will be responsible for completing one quiz to assess your understanding of the content presented in the syllabus.

Chapter Case Studies:

You will be responsible to complete one short case study assignment per module (i.e. week) to evaluate your understanding of the material discussed in the book chapters for that same week. Case studies will be based on the material covered in the textbook. Students will be required to analyze the business situation presented and select the best approach and/or solution to the business situation presented.

Discussion Board:

Students are required to complete three postings in the forum. The first posting should express their opinion regarding the topic of discussion. The second post should be a response another student's comment. The third post should be a reply to a comment received by another student. **All three posts are required to be considered eligible for grading.**

Team Project:

You will be randomly assigned to a group of three or four students (in Blackboard) and the team will be responsible to collaborate and complete the project. Detailed instructions, expectations, and grading rubric will be provided in the corresponding document in Blackboard.





Technology Requirements:

Course content is delivered via the Internet through the Blackboard learning management system (LMS). Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have or have access to a computer/laptop. Webcam and a microphone are recommended for live sessions delivered through Blackboard Collaborate Ultra (more details in the course calendar on the last page of this document). You will need to download or update the following software: Microsoft Office, Adobe, Flashplayer, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you encounter technical difficulties beyond your scope of troubleshooting, please contact the [Help Desk](#) as they are trained specifically in assisting with technological needs of students.

Expectations of Student Behavior

Students are expected to interact in a professional, non-adversarial manner and produce work of utmost academic rigor. There are no shortcuts, easy solutions, and magic involved in any of this work. Do not assume that there will be second chances, retries, do-overs, or extra credit work. Be sure to put all your effort into doing things right the first time around. I am quite aware of the fact that this is a learning process, and I will do my best to help you along the way. Independent thinking and strong work ethic are valued assets of successful businesspeople. Developing and/or enhancing these skills will have a significant payoff throughout your careers.

Netiquette (Etiquette for online class environment):

- Always consider audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must be provided to classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a Face-to-Face situation.



- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on these online spaces is intended for classmates and professor only. Please do not copy documents and paste them to publically accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).

Class Policies:

- Prepare conscientiously before each exam and/or assignment.
- Take notes while reading the book chapters.
- Participate in on-line discussions.

Academic Integrity (<http://sa.utep.edu/osccr/academic-integrity/>):

Academic dishonesty is not condoned nor tolerated at UTEP.

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

Accommodations Policy:

If you feel that you may require an accommodation, contact the Center for Accommodations and Support Services office at 915-747-5148; go to the Union Building East, Room 106, or email: cass@utep.edu

Class Drop:

The last day to drop the class with a “W” is June 26, 2020. 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:

<https://www.utep.edu/student-affairs/registrar/Academic%20Calendars/academic-calendar.html>





CLASS SCHEDULE

A tentative class schedule appears on the next page.

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 rooms

Career Center: <http://sa.utep.edu/careers>; 103 Union West; (915) 747-5640

Minetracker: <https://minetracker.utep.edu/> Events, news, and organizations



TENTATIVE CLASS SCHEDULE (Subject to Change)

The due date for all assignments and/or exams is ALWAYS Sunday at 11:59 PM (MST). No late work will be accepted.

MODULE	TOPIC	ACTIVITIES	ASSIGNMENTS	COMPLETION TIME
Week 1 06/08 – 06/14	<ul style="list-style-type: none"> - Course overview - Blackboard tutorial - Marketing - Ethics & Sustainability - Strategy - Market Research 	<ul style="list-style-type: none"> - Watch Intro Video - Read chapters: 1, 2, 3, and 4 -Watch Module 1 videos 	<ul style="list-style-type: none"> -Syllabus Quiz -Discussion # 1 -Case Study # 1 -Exam 1 * Due Sunday 06/14/2020 	12 hours
Week 2 06/15 – 06/21	<ul style="list-style-type: none"> - Marketing Analytics - Markets - Target Market - New Product Development 	<ul style="list-style-type: none"> - Read chapters: 5, 6, 7, and 8 -Watch Module 2 videos 	<ul style="list-style-type: none"> - Discussion # 2 -Case Study # 2 - Exam 2 *Due Sunday 06/21/2020 	12 hours
Week 3 06/15 – 06/21	<ul style="list-style-type: none"> - Product - Pricing - Distribution - Commerce 	<ul style="list-style-type: none"> - Read chapters: 9, 10, 11, and 12 -Watch Module 3 videos 	<ul style="list-style-type: none"> - Discussion # 3 - Case Study # 3 - Exam 3 *Due Sunday 06/28/2020 	12 hours
Week 4 06/15 – 06/21	<ul style="list-style-type: none"> - Promotion - Personal Selling - Sales Promotions - Advertising 	<ul style="list-style-type: none"> - Read chapters: 13 and 14 -Watch Module 4 videos 	<ul style="list-style-type: none"> - Discussion # 4 - Case Study # 4 - Exam 4 - Team Project *Due Sunday 07/05/2020 	15 hours