

The University of Texas at El Paso
Department of Marketing and Management

MKT 3300 – PRINCIPLES OF MARKETING
M-F, 11:40 am – 01:50 pm, BUSN 312

About the Instructor



Name: Dr. John Hadjimarcou
Title: Professor of Marketing and Department Chair
Frank and Wilma Hanley Professor of Business Administration
Fellow, The University of Texas System Academy of Distinguished
Teachers
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Office: 230 BUSN
Office Hours: M-R 10:30 am – 11 am and by appointment

Introduction

Marketing is all about people! Getting the right products or services to the right people at the right time, place, and price is what marketing is all about. As marketers, we are in the business of satisfying consumer needs and wants in the context of the larger society in mind. What we do benefits both consumers and businesses: people get the products that they want, while businesses earn the profit that they need in order to thrive in the marketplace (and employ people). This course examines all activities related to marketing including the 4Ps, understanding consumers' value needs, creating, communicating, and delivering the value proposition.

Learning Objectives

At the end of the course, you would be expected to:

1. be familiar with the marketing value chain.
2. appreciate the importance of marketing within the context of the firm.
3. understand the marketing mix and its strategic implications.
4. recognize the critical role marketing plays in determining the overall performance of the firm.
5. develop a clear understanding of the global marketing environment and the marketer's ethical and social responsibilities.

Objectives	Activities	Assessment Tools
Become familiar with the value chain	Short lectures, MyMarketingLab, class exercises, online discussions	In-class exercises, quizzes, exams, team project, participation
Appreciate the importance of marketing within the scope of the larger organization	Short lectures, MyMarketingLab, class exercises	In-class exercises, quizzes, exams, team project, participation
Understand the marketing mix and its strategic implications	Short lectures, in-class discussions	In-class exercises, quizzes, exams, team project, participation
Recognize the role of marketing vis à vis the organization's performance	Short lectures, MyMarketingLab, class exercises, online discussions	In-class exercises, quizzes, exams, team project, participation
Develop a clear understanding of the global marketing environment and the marketer's ethical and social responsibilities	Short lectures, MyMarketingLab, class exercises, online discussion, videos	In-class exercises, quizzes, exams, team project, participation, video presentation evaluation rubric

Office Hours and Contact Information

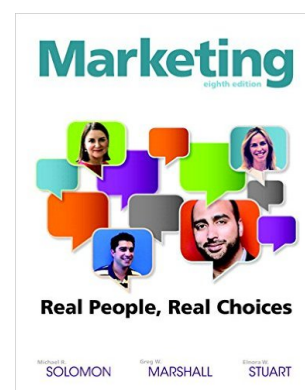
My office is located in Room 230 at the College of Business Administration. My office hours are on Monday through Thursday from 10:30 am to 11:00 am. I also understand that some of you might be busy taking another class during that time. Therefore, I would be happy to meet with you at a mutually agreed upon time. Please send me a message via Blackboard for an appointment. If you must contact me, please do so by phone at (915) 747-5185, fax (915) 747-5348, or via Blackboard. If I do not answer the phone, especially if you call at times other than during my office hours, please leave a message. I will get back to you as soon as I can. **Please note that my preferred mode of communication is direct, face-to-face communication. If you cannot talk to me in person, please contact me via e-mail (Blackboard e-mail is preferred).** If you prefer to send snail mail, please do so at the following address:

Dr. John Hadjimarcou
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 500 W. University Ave.
 El Paso, TX 79968-0539

Required materials:

- Marketing: Real People, Real Choices (8th Edition) *with access to MyMarketingLab*
- Authors: Solomon, Marshall, and Stuart
- Publisher: Pearson

The textbook is available as an e-book only or both an e-book and physical, softcover, copy. Be sure to purchase the access to MyMarketingLab along with the textbook. Access to MyMarketingLab is required and you must



purchase it. Always be an informed consumer. So, be sure to investigate your various options of purchasing the textbook with MyMarketingLab, but do so very quickly. Probably the cheapest and quickest way to get access to the textbook would be through the Pearson site directly (digital textbook PLUS access to MyMarketingLab).

Attendance and Participation

Class attendance and participation are inextricably linked. It is recommended that you read the lecture material and the chapters in your textbook on a consistent and continuous basis, complete all MyMarketingLab assignments on time, and attend class consistently. Based on past experience, cramming before exams is not recommended. Students' performance on exams has generally been below par when they resorted to studying for all material two to three days before an exam.

Student participation is greatly encouraged, whether is in the form of questions, answers, opinions, or ideas. The instructor welcomes all forms of meaningful participation. Therefore, students who participate in class discussions on a consistent basis will receive the full credit allocated to participation. My lectures are done in a friendly, non-adversarial manner, which is conducive to student participation. Please feel free to express your opinions, question the opinions of others, either those of classmates or mine, and offer your insight regarding the issues that will cover in the course of this semester.

Class policies:

1. **Arrive on time** and take your seat quickly and quietly. I prefer that you choose a seat early in the semester and occupy that same seat on a consistent basis. Late arrivals will not be tolerated for an extended period of time. If you consistently arrive late, your participation grade WILL be adversely affected.
2. **There is no way to make up points for missed online exercises.**
3. **The use of portable devices (phones, tablets, laptops) is allowed and encouraged in class. However, you can only use these devices for activities related to this class and this class ONLY. No such devices are allowed during regularly scheduled exams. I reserve the right to drop you from the class at any time, if you fail to use these devices following the class policies.**
4. If there is a chance that you must answer a call because of a family emergency, please inform the instructor via a note at the beginning of class.
5. If you must leave early, please let me know beforehand. Please keep in mind that you may miss participation points by leaving early (see #2 above).
6. The instructor reserves the right to ask any students disrupting the normal flow of class to leave the room. Also, during exams you are to sit quietly before you receive the exams materials, during the exam, and after you finish the exam. Please respect the right of your fellow students for peace and quiet during exams.
7. Any and all attempts for cheating, plagiarism or other inappropriate behavior is a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
8. You must carry your University-issued ID during class. If you fail to produce your ID when asked, the instructor reserves the right to prevent you from taking an exam or participating in classroom activities.
9. Make up exams are only possible with an approved medical excuse. You must show the instructor a note from your physician (on official letterhead with the physician's contact

- information) justifying your absence from an exam, quiz, etc. All make up exams will take place on the last day of classes or on the "final exam" day.
10. You cannot make up missed assignments on MyMarketingLab. Please plan accordingly!
 11. The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in online on the date that those assignments are due.
 12. You are required to access Blackboard frequently for announcements and course material. From time to time, I may send important/critical information via e-mail. So be sure to 1) have a UTEP e-mail address and 2) check your e-mail at least once a day. You are entirely responsible for accessing your e-mail account on a frequent basis to check for any and all messages. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) e-mail messages to addresses outside the UTEP domain.
 13. If you have a disability or feel you might have a disability and need assistance, contact the Center for Accommodations and Support Services Office at 747-5148 or go to Room 106 Union East (<http://sa.utep.edu/cass/>).
 14. To avoid class disruptions, please use the restroom prior to class. If you leave the classroom on a habitual basis, please take your items with you as there is a "no return" policy. In exceptional circumstances, if you must use the restroom, then you must do so.

Academic Dishonesty:

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty members insist on adherence to these standards.

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 to 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.

All research papers, term papers, or other writing intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citation, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor within the first week of classes for further information. Style guides are available in the University Bookstore.

Grading:

Your performance in the course will be determined using the following criteria and weights:

Exams (4 including the final exam)	45%
MyMarketingLab and other activities	25
Short team project: marketing opportunity	15
Attendance and Participation	15
<i>Total</i>	<i>100%</i>

Students will be able to drop the lowest exam score ***if and ONLY if*** they receive at least 70% on each of the four exams. There might be opportunities for bonus points, but this will be at my discretion. Please do not ask for extra credit because of poor performance.

Should you have questions or otherwise need clarification on any of the above matters, please stop by my office or contact me via e-mail.

Tentative Schedule (For MyMarketingLab activities, please check the deadlines on MyMarketingLab!)

Date	Activity	Reading
June 6, M	Welcome to the World of Marketing MyMarketingLab Overview Team Project Description	Chapter 1
June 7, T	Global, Ethical, and Sustainable Marketing Online Discussion Team Project Description	Chapter 2
June 8, W	Strategic Market Planning	Chapter 3
June 9, R	Team Project Discussion	
June 10, F	Exam 1 (Chapters 1-3) Online Discussion	
June 13, M	Market Research Marketing Opportunity Projects must be approved by June 15	Chapter 4
June 14, T	Marketing Analytics	Chapter 5
June 15, W	Understand Consumer and Business Markets	Chapter 6
June 16, R	Segmentation, Target Marketing, and Positioning	Chapter 7
June 17, F	Exam 2 (Chapters 4-7) Video Project Online Discussion	
June 20, M	Product I: Innovation and Product Development	Chapter 8
June 21, T	Product II: Product Strategy, Branding, and Product Management	Chapter 9
June 22, W	Price	Chapter 10
June 23, R	Marketing Math	Supplement
June 24, F	Exam 3 (Chapters 8-10 and Supplement) Online Discussion	
June 27, M	Deliver the Goods	Chapter 11
June 28, T	Deliver the Customer Experience	Chapter 12
June 29, W	Promotion I: Advertising and Sales Promotion	Chapter 13
June 30, R	Promotion II: Social Media, Database Marketing, Personal Selling, and Public Relations	Chapter 14
July 1, F	Exam 4 (Chapters 11-14) Watch New Product Videos	