


THE UNIVERSITY OF TEXAS AT EL PASO  
Department of Marketing and Management

MKT 3300 – PRINCIPLES OF MARKETING [ONLINE]  
Summer I, 2019

About the Instructor

	<p>Dr. John Hadjimarcou Professor of Marketing and Department Chair Chair for the Director of the Center for the Study of Western Hemispheric Trade Fellow, <a href="#">The University of Texas System Academy of Distinguished Teachers</a> <a href="#">UTEP Distinguished Teaching Professor</a></p> <p>e-mail: send a message by using the Class e-mail tool on Bb; please do not send your messages directly to my regular UTEP e-mail address because they will be placed in a long queue.</p> <p><a href="#">Bio</a></p>
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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 need and 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. The material is relatively easy to understand and follow. Importantly, marketing is very interesting all by itself because it examines issues that we all face as consumers.

Learning Objectives

Objectives	Activities	Assessment Tools
1. Understand the importance and role marketing plays in a business enterprise.	e-book reading, MyLab activities, discussion board, reflection journal	Bb exams, MyLab quizzes, MyLab homework
2. Understand and be able to demonstrate how marketing mix decisions help to determine the	e-book, MyLab activities, online discussions, reflection journal	Bb exams, MyLab activities, reflection journal rubric

overall performance of the firm		
3. Develop a clear understanding of the global marketing environment and the marketer's ethical and social responsibilities.	e-book reading, MyLab activities, discussion boards, reflection journal,	Bb exams, team project rubrics, MyLab activities
4. Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data	e-book reading, MyLab activities, team project, discussion boards	Bb exams, team project rubrics
5. Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing	e-book reading, MyLab activities, discussion boards, team project	Bb exams, discussion post rubric, team project rubrics, MyLab activities
6. Describe the major types of consumer buying behavior, the stages in the buyer decision process and completely outline the components of the marketing mix; identify how the firms marketing strategy and marketing mix must evolve and adapt to match consumer behavior and perceptions of the product (e.g., classification of products and services, brand image, price and value), the stage in the	e-book reading, MyLab activities, team project, discussion board	Bb exams, MyLab activities, team project rubrics, discussion post rubric

product life cycle and the competitive environment; summarize the importance of measuring and managing return on marketing		
7. List and describe the steps in the new-product development (NPD) process; describe how the NPD process meshes with the adoption and diffusion process for those products	eBook reading, team project, MyLab activities, discussion board	Bb exams, team project rubric, MyLab activities
8. Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels in North America	eBook reading, MyLab activities	Bb exams, MyLab activities
9. Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix	eBook reading, MyLab activities, team project	Bb exams, MyLab activities, team project rubrics, reflection journal rubric

### How Do I Get Started?

Reading this syllabus is the first stop on your course journey. Read the syllabus very carefully to clearly understand what you are expected to do and when. After you have read the syllabus, your next stop should be the “Weekly Modules and Activities” link. That’s the place where you can start reading and completing assignments. Be sure that you have your access code to MyLab handy as you will need it for accessing the eText (or eBook) and MyLab activities. Of course, feel free to explore any available links on Bb, but be sure to follow the order of activities in each weekly module and complete all activities on time.

### Office Hours and Contact Information

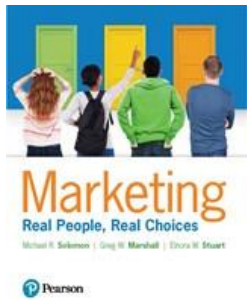
I will hold regular, live office hours via Bb Collaborate (click on the Office Hours link) on the following days and times (MST - Mountain Standard Time):

- Tuesday: 3-4:30 pm

- Wednesday: 4-5:00 pm
- Thursday: 6-7:00 pm

You can also contact me via Bb at any time by using the “Class e-mail” tool. Under normal conditions, I should be able to get back to you within 24 hours. If I am traveling, responses may arrive as late as 36 hours, but I promise to respond to your messages as soon as possible. You can also post your questions on the Help Board on Bb. One of your classmates or I will respond to you in a timely manner. All questions are welcome!

### Required materials:



Marketing: Real People, Real Choices (9th Edition) with access to MyLab Marketing by Solomon, Marshall, and Stuart [Pearson]

The textbook is available as an e-book only or both an e-book and printed, softcover copy. Be sure to purchase access to MyLab Marketing along with the textbook. Access to MyLab Marketing 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 MyLab Marketing but

do so PRIOR the beginning of the course. Perhaps the cheapest and quickest way to get access to the textbook would be through the Pearson site directly (digital textbook PLUS access to MyLab Marketing). The best choice would be this, unless you would like a print edition:

MyLab Marketing with Pearson  
eText -- Instant Access -- for  
Marketing: Real People, Real  
Choices, 9th Edition

Buy Access

**\$99.99** | ISBN-13: 978-0-13-443717-0

Also, please be sure to consider the various options available through the UTEP University Bookstore, prior to committing to a purchase through Pearson.

### Doing well in this online class

Just like face-to-face classes, online class success requires excellent time management. Read the syllabus carefully and note all assignments and their respective deadlines. Technology issues are not an excuse for late work. In fact, plan to complete all assignments as far ahead of the actual deadline as you can to avoid last-minute glitches and other issues. Develop good habits early and stick to them throughout the session. All deadlines will be on Tuesday, Thursday, Friday, and Sunday evenings no later than 11 pm. It is critical to complete all

assignments before the 11 pm deadline. Late assignments will not be accepted for any reason. So, be sure to plan ahead! New material for each of the four weeks in the Summer session will be available on Monday morning at 8 am.

### Equipment Needs

This is an online class! You have signed up for it and you are expected to have access to a computer with voice and video capabilities. For the best experience possible, be sure that your browser allows popups and cookies. Technical issues are not acceptable excuses for not turning in assignments! If you need any help with your computer, please contact the [UTEP Technology Support](#). Plan ahead!

### Class policies

The instructor and student will closely adhere to the following policies:

1. Blackboard is the main portal for the course. All communication and activities will be done through Bb. You must access Blackboard (Bb) on a daily basis to check for updates and access all course materials.
2. You must review the syllabus very carefully and understand all class components.
3. There is no way to make up points for missed assignments. As you can see in the syllabus, you can earn up to 1100 points if you complete all assignments perfectly. However, the grade cutoffs for the various letter grades are based on a maximum of 1000 points.
4. All assignments are due on Tuesday, Thursday, Friday, and Sunday nights **by 11 pm MST (Mountain Standard Time)**. Please note the time zone and be sure to understand the implications for your time zone.
5. The instructor reserves the right to ask any students disrupting the normal flow of online activities such as the "Discussion Boards" to refrain from making additional posts, until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's [Office of Student Conduct and Conflict Resolution](#) (OSCCR). This may result in a possible drop from the course.
6. 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.
7. Make up quizzes and other assignments are only possible with an approved medical excuse. You must send the instructor a note from your physician (on official letterhead with the physician's contact information) justifying your failure to complete any of the class activities. It is entirely up to the instructor to approve make-up activities. Missing activities for whatever reason will make the successful completion of the course extremely difficult.
8. You cannot make up missed assignments on MyLab Marketing. Plan accordingly!
9. 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.
10. You are required to access Blackboard frequently (i.e., at least once a day) for announcements and other 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 and Blackboard on a frequent basis to check for any and all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) e-mail messages to addresses outside the UTEP (i.e., miners) domain.

11. If you have a disability or feel you might have a disability and need assistance, contact the [Center for Accommodations and Support Services](#) (CASS) Office at 747-5148 or go to Room 106 Union East.

### 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 assessments and corresponding points:

Assessments	Points
Bb Exams (4)	450 (112.5 points each)
Practice Exam	25

Weekly reflection journal entries	100 (25 points each)
Discussion Boards	100 (25 points each)
MyLab Quizzes	150 (10.71 points each)
MyLab Homework (videos or mini-sims)	100 (7.14 points each)
Team project, narrated PPT presentation, and team member evaluation	100, 50, and 25 points, respectively
TOTAL	1100

Final grades will be determined as follows:

Cumulative points	Final Grade
900+	A
800-899	B
700-799	C
600-699	D
Below 600	F

The various assessment components are discussed below.

- **Bb Exams**

You are expected to take one exam on Blackboard for a week's worth of material for a total of four Bb exams. These exams will be timed and taken online with strict time limits. A short practice exam will be provided regarding the syllabus. Once you have started an exam, you must submit it within the specified time limit of one hour and ten minutes. No second attempts will be allowed for these exams. The exams will cover material based on all reading(s) as indicated in the calendar of activities. Each exam will include 50 multiple and/or true-false questions and must be taken within a 24-hour window, which will open each Saturday at 5 pm and close each Sunday at 5 pm. To take these exams, you will need to use the Respondus Lockdown Browser (RLB) and Respondus Monitor. You will need to make your webcam available during the Bb exam and you will be video recorded taking the exam. There is more information on Bb on how to set up RLB and be ready to take the exam.

- **Weekly reflection**

In your weekly reflection, you are expected to respond to the following three questions:

1. What was the most interesting issue that you learned in the readings or other activities of the week?
2. What is a real-life example that demonstrates what you discussed above?
3. What is one topic or issue that you had a hard time understanding? Explain why this was difficult to understand.

Your post needs to be a minimum of 200 words. Each week's reflection entry area will become available on Friday after 11 pm and will remain open until Sunday at 11 pm.

- **MyLab Activities (Quizzes and Homework)**

The purpose of MyLab is to help you determine whether you understood the material that you have read in the textbook and consequently encourage you to do additional reading. Therefore, the first step prior to completing any of MyLab activities is to read the material in the textbook carefully.

Access to this online tool is bundled with the purchase of the textbook. If your textbook did not come with an access code for MyLab, you purchased the wrong textbook packet. You can find more information about signing up for MyLab on Blackboard. Be sure to follow all registration instructions carefully, including signing up by entering the correct UTEP e-mail address, name, and ID# (if it is required). Registration for MyLab needs to be done directly through our course on Bb. When you first click on a MyLab activity, the system will prompt you to register for access to MyLab. Be sure to have your access code available and ready to go before you do this.

Using MyLab, you will be expected to complete two activities. One of the activities involves a 25-question quiz for each chapter. You will have 30 minutes to complete the quiz and one attempt. In order to help you understand how to use the system and what to expect, the quiz for Chapter 1 will include two attempts. For the remaining chapters, you will only get one attempt. So, it's extremely important to complete the quiz on time.

The second component involves either a mini-simulation (a.k.a. mini-sim) or a video exercise. The mini-sim will ask you to apply your knowledge from the chapter readings in a real-life business scenario. The video exercise involves a video of a real-life scenario and typically a series of approximately five questions that you must answer. For both the mini-sim and video you will only get one attempt, but no time limit will be imposed other than the deadline to complete the activity. Again, I cannot emphasize enough how important it is to complete all chapter readings first before attempting any of MyLab activities.

- **Discussion Boards**

You are required to participate in four discussion boards throughout the class session (one per week). I will post a contemporary marketing challenge and each student will be expected to perform two tasks: make an initial post/response to the challenge (minimum of 150 words) and then respond to one of her/his classmates' post (minimum of 50 words). Keep the following policies in mind:

- **Language:** Given the absence of face-to-face clues, written text can easily be misinterpreted. Avoid the use of strong or offensive language and the excessive use of exclamation points. If you feel particularly strongly about a point, it may be best to write it first as a draft and then to review it, before posting it, in order to remove any strong language.
- **Be Forgiving:** If someone states something that you find offensive, mention this directly to the instructor. Remember that the person contributing to the discussion is also new to this form of communication. What you find offensive



may quite possibly have been unintended and can best be cleared up by the instructor.

- **This is Permanent:** Think carefully about the content of your message before contributing it. Once sent to the group, there is no taking it back. Also, although the grammar and spelling of a message typically are not graded, they do reflect on you, and your audience might not be able to decode misspelled words or poorly constructed sentences. It is a good practice to compose and check your comments in a word-processor before posting them.
- **Test for Clarity:** Messages may often appear perfectly clear to you as you compose them but turn out to be perfectly obtuse to your reader. One way to test for clarity is to read your message aloud to see if it flows smoothly. If you can read it to another person before posting it, even better.
- **Remember Your Place:** A Web-based classroom is still a classroom, and comments that would be inappropriate in a regular classroom are likely to be inappropriate in a Web-based course as well. Treat your instructor and your fellow students with respect.
- **Follow the Parameters/ Stick to the Point:** Follow the posting requirements and parameters set up by your professor. Contributions to a discussion should have a clear subject header, and you need to stick to the subject. Don't waste others' time by going off on irrelevant tangents.
- **Read First, Write Later:** Don't add your comments to a discussion before reading the comments of other students unless the assignment specifically asks you to. Doing so is tantamount to ignoring your fellow students and is rude. Comments related to the content of previous messages should be posted under them to keep related topics organized, and you should specify the person and the point you are following up on.

- **Team writing assignment/report**

To become a successful businessperson, it is important to learn how to work in a diverse team environment. To help you acquire this skill and develop good interpersonal skills, you will carry out a team project. More details regarding the team writing assignment and a grading rubric are provided on Bb under the topic "Team Project." Students have been assigned randomly to each of the five teams in the course. You can find your team either under the Team Project or My Team link on Blackboard.

- **Team presentation (Narrated)**

Each team will prepare a narrated presentation of the team project. You are expected to develop a professional presentation, which communicates the ideas in your written report in a succinct manner. More details about the presentation format, instructions, and a grading rubric are provided on Blackboard under the topic "Team Project."

## Netiquette Guide

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructor. These guidelines for online behavior and interaction are known as netiquette.

### Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

### General guidelines

When communicating online, you should always:

- Treat the instructor with respect, even in email or in any other online communication
- Always use your professor's proper title: Dr. or Prof., or if you in doubt use Mr. or Ms.
- Unless specifically invited, don't refer to him or her by first name.
- Use clear and concise language.
- Remember that all college level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you"
- Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) or ☺.
- Be cautious when using humor or sarcasm as the tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.
- Be careful with personal information (both yours and that of others).
- Do not send confidential patient information via e-mail.

### E-mail netiquette

When you send an e-mail to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return e-mail address.
- Think before you send the e-mail to more than one person. Does everyone really need to see your message?

- Be sure you REALLY want everyone to receive your response when you click, “reply all”. In fact the “reply all” should never be used unless you are specifically asked to reply to all.
- Be sure that the message author intended for the information to be passed along before you click the “forward” button.

#### Message board netiquette and guidelines

When posting on the Discussion Board in your online class, you should:

- Make posts that are on topic and within the scope of the course material.
- Take your posts seriously and review and edit your posts before sending.
- Be as brief as possible while still making a thorough comment.
- Always give proper credit when referencing or quoting another source.
- Be sure to read all messages in a thread before replying.
- Don't repeat someone else's post without adding something of your own to it.
- Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
- Always be respectful of others' opinions even when they differ from your own.
- When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
- Do not make personal or insulting remarks.
- Be open-minded.

## Calendar of Activities

Date	Activity	Reading	Deadline
Week 1- June 10	<ul style="list-style-type: none"> <li>Read: Welcome to the World of Marketing</li> <li>Read the Syllabus</li> <li>Complete MyLab Activities by 11 pm</li> <li>Read team project instructions</li> <li>Take Practice Exam (syllabus) by 11 pm</li> </ul>	Chapter 1	Tuesday, 6/11
	<ul style="list-style-type: none"> <li>Read: Global, Ethical, and Sustainable Marketing</li> <li>Complete MyLab Activities by 11 pm</li> <li>Discussion Board #1 – Individual Post by 11 pm</li> </ul>	Chapter 2	Thursday, 6/13
	<ul style="list-style-type: none"> <li>Read: Strategic Market Planning</li> <li>Complete MyLab Activities by 11 pm</li> <li>Weekly Reflection journal opens at 11 pm</li> </ul>	Chapter 3	Friday, 6/14
	<ul style="list-style-type: none"> <li>Take Bb Exam #1 (Chapters 1-3) – opens on 6/15 at 5 pm and must be taken no later than 6/16 at 5 pm. The exam will close at 5 pm, so be sure to get started at least one hour before the deadline.</li> <li>Discussion Board #1 – One reply to a classmate’s post by 11 pm</li> <li>Weekly reflection journal post is due by 11 pm</li> </ul>		Sunday, 6/16
Week 2- June 17	<ul style="list-style-type: none"> <li>Read: Market Research</li> <li>Complete MyLab Activities by 11 pm</li> </ul>	Chapter 4	Tuesday, 6/18
	<ul style="list-style-type: none"> <li>Read: Marketing Analytics</li> <li>Read: Understand Consumer and Business Markets</li> <li>Complete MyLab Activities by 11 pm</li> <li>Discussion Board #2 – Individual Post by 11 pm</li> </ul>	Chapter 5 Chapter 6	Thursday, 6/20
	<ul style="list-style-type: none"> <li>Read: Segmentation, Target Marketing, and Positioning</li> <li>Complete MyLab Activities by 11 pm</li> </ul>	Chapter 7	Friday, 6/21
	<ul style="list-style-type: none"> <li>Take Bb Exam #2 (Chapters 4-7) – opens on 6/22 at 5 pm and must be taken no later than 6/23 at 5 pm. The exam will close at 5 pm, so be sure to get started at least one hour before the deadline.</li> <li>Discussion Board #2 – One reply to a classmate’s post by 11 pm</li> <li>Weekly reflection journal post is due by 11 pm</li> </ul>		Sunday, 6/23
Week 3- June 24	<ul style="list-style-type: none"> <li>Read: Product I: Innovation and Product Development</li> </ul>	Chapter 8 Chapter 9	Tuesday, 6/25

	<ul style="list-style-type: none"> <li>• Read: Product II: Product Strategy, Branding, and Product Management</li> <li>• Complete MyLab Activities (Ch. 8 and 9) by 11 pm</li> </ul>		
	<ul style="list-style-type: none"> <li>• Read: Price</li> <li>• Complete MyLab Activities by 11 pm</li> <li>• Turn in Team Project – Initial Draft due today by 11 pm</li> <li>• Discussion Board #3 – Individual Post by 11 pm</li> </ul>	Chapter 10	Thursday, 6/27
	<ul style="list-style-type: none"> <li>• Read: Marketing Math</li> <li>• Complete MyLab Activities by 11 pm</li> <li>• Summer I Drop/Withdrawal Deadline</li> </ul>	Supplement	Friday, 6/28
	<ul style="list-style-type: none"> <li>• Take Bb Exam #3 (Chapters 8-10 plus the Supplement)</li> <li>• Discussion Board #3 – One reply to a classmate’s post by 11 pm</li> <li>• Weekly reflection journal post by 11 pm</li> </ul>		Sunday, 6/30
Week 4- July 1	<ul style="list-style-type: none"> <li>• Read: Deliver the Goods</li> <li>• Read: Deliver the Customer Experience</li> <li>• Complete MyLab Activities (Ch. 11 and 12) by 11 pm</li> </ul>	Chapter 11 Chapter 12	Tuesday, 7/2
	<ul style="list-style-type: none"> <li>• Read: Promotion I: Advertising and Sales Promotion</li> <li>• Read: Promotion II: Social Media, Database Marketing, Personal Selling, and Public Relations</li> <li>• Complete MyLab Activities (Ch. 13 and 14) by 11 pm</li> <li>• Discussion Board #4 – Individual Post by 11 pm</li> </ul>	Chapter 13 Chapter 14	Friday, 7/5
	<ul style="list-style-type: none"> <li>• Take Bb Exam #4 (Chapters 11-14)</li> <li>• Discussion Board #4 – One reply to a classmate’s post by 11 pm</li> <li>• Weekly reflection journal post by 11 pm</li> </ul>		Sunday, 7/7
July 8, 2019	<ul style="list-style-type: none"> <li>• Turn in Final Team Project Report &amp; PPT Narrated Presentation by 11 pm</li> <li>• Submit team member evaluation through Qualtrics by 11 pm – more instructions to follow</li> </ul>		Monday, 7/8