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## MKT 3300- Principles of Marketing Fall- 2020

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Office Hours: Thursday 4:00pm-6:00pm (Online-Collaborate Ultra)

### 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.

### Required Materials

#### Required Textbook

Marketing: Real People, Real Choices 9th edition by Michael Solomon, Greg Marshall and Elnora Stuart.  
ISBN-13: 978-0134292663  
ISBN-10: 0134292669

#### My Lab- Marketing

You need access to My Lab- Marketing  
[www.pearson.com/mylab](http://www.pearson.com/mylab) **course ID: flores89066**

You can purchase a textbook and an access code at the bookstore. You can also buy an access code by itself and a digital book from the Pearson store. If you are not ready to purchase, you can get temporary access to complete assignments





To register for MKT 3300 - Principles of Marketing:

1. Go to <https://www.pearson.com/mylab>.
2. Under Register, select Student.
3. Confirm you have the information needed, then select OK! Register now.
4. Enter your instructor's course ID: flores89066, and Continue.
5. Enter your existing Pearson account username and password to Sign In. You have an account if you have ever used a MyLab or Mastering product. » If you don't have an account, select Create and complete the required fields.
6. Select an access option. » Enter the access code that came with your textbook or that you purchased separately from the bookstore. » If available for your course, • Buy access using a credit card or PayPal. • Get temporary access. If you're taking another semester of a course, you skip this step.
7. From the You're Done! page, select Go To My Courses.
8. On the My Courses page, select the course name MKT 3300 - Principles of Marketing to start your work.

To sign in later: 1. Go to <https://www.pearson.com/mylab>. 2. Select Sign In. 3. Enter your Pearson account username and password, and Sign In. 4. Select the course name MKT 3300 - Principles of Marketing to start your work.

To upgrade temporary access to full access: 1. Go to <https://www.pearson.com/mylab>. 2. Select Sign In. 3. Enter your Pearson account username and password, and Sign In. 4. Select Upgrade access for MKT 3300 - Principles of Marketing. 5. Enter an access code or buy access with a credit card or PayPal.

### **Why is this class important?**

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 and facilitating exchange. In the end, this class will improve your understanding of business and help you solve business problems. In addition, you will learn core skills in business communications, motivation, and business etiquette required to work in professional business environments.





**Course Learning Objectives**

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

**Class Format and Teaching Strategy**

Class sessions will consist of online board discussions, MyLab assignments, case studies, exams, and a team project.

Institution: The University of Texas at El Paso  
Course: MKT3300-Fall-2020-CRN12619

**Expectations of Student Behavior**

You are enrolled in an accredited business program at the university level. You are becoming a highly-educated business professional. Thus, you are expected to complete all the assignments prior to each given deadline. It particularly makes a good impression if you submit work well ahead of the scheduled deadline. No late submissions will be allowed so you need to give yourself ample opportunity to organize your schedule so that you can comply with the requirements for a successful course completion.





### **How will you earn your grade?**

Task	Points
4 Exams	400 points (100 points each)
Discussion Boards	160 points
Case Studies	160 points
My Biz Lab assignments	140 points
Team Project	140 points
TOTAL	1000 points

### **Assignments**

Assignments include: Discussion Boards, Case Studies, My biz Lab assignments, and a Group Project.

### **Chapter Case Studies:**

You will be responsible to complete one short case study assignment per module 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 one posting in each of the 4 forums. Each post must have a 250 minimum and should cover at least 1 or 2 main takeaways from each chapter covered in that section.

**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.





## 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 from the one given to the class. You can check the class schedule to see which chapters will be included in each exam.

## 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

## Contact

What is the best way to reach me? Email: **Use Blackboard Email**

## Class Drop

The last day to drop the class with a "W" is November 3rd, 2020. You contact 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 doing class activities, you will get an "F". Talk to your academic advisor for details. Check UTEP's academic calendar for other important dates.





## 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.

## Student Services

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





Date	Subject	Readings
26-Aug	<b>Module 1:</b> Introduction, Syllabus, Welcome to the World of Marketing: Create and Deliver Value Global, Ethical, and Sustainable Marketing Labor Day / Strategic Market Planning	Chapter 1 Chapter 2 Chapter 3
20- Sep	Market Research <b>Exam 1</b>	Chapter 4 Chapters 1,2,3,4 and class notes
21-Sep	<b>Module 2 :</b> Marketing Analytics: Welcome to the Era of Big Data! Understand Consumer and Business Markets Segmentation, Target Marketing and Positioning	Chapter 5 Chapter 6 Chapter 7
18-Oct	Product I: Innovation and New Product Development <b>Exam 2</b>	Chapter 8 Chapters 5,6,7,8 and class notes
19-Oct	<b>Module 3:</b> Product II: Product Strategy, Branding, and Product Management	Chapter 9
	Price: What is the Value Proposition Worth?	Chapter 10
	Deliver the Goods: Determine the Distribution Strategy	Chapter 11
15-Nov	Deliver the Customer Experience: Goods and Services Via Bricks and Clicks <b>Exam 3</b>	Chapter 12 Chapters 9,10,11,12 and class notes
16-Nov	<b>Module 4:</b> Promotion I: Advertising and Sales Promotion Promotion I: Advertising and Sales Promotion Promotion II: Social Media Marketing, Direct/Database	Chapter 13 Chapter 14
6- Dec	Team Projects	Team Project Due- All Teams
	<b>Exam 4</b>	Chapters 13,14 and class notes

