



ABOUT THE INSTRUCTOR

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Room No: COBA 224

ABOUT THE COURSE FORMAT

This MKT 3300 – Principles of Marketing course has been designed as a face-to-face (F2F) course. We would meet every week on **Tuesdays and Thursdays from 1.30 pm to 2.50 pm in room number COBA 323** except for the assigned holidays. Please check the fall semester calendar available in Blackboard.

REQUIRED COURSE MATERIAL

We would follow **Marketing: Real People, Real Choices (11th Edition) by Solomon, Marshall, and Stuart** with access to the **MyLab platform by Pearson**. You can buy MyLab access, which comes with an e-text of the book. However, if you want a print copy of the book, feel free to buy it. In that case, you will have to buy the MyLab access as well. First, you will get temporary access for two weeks. After that, you will need to upgrade it to full access. You can use the following link to register for the class:

MyLab Link: <https://www.pearson.com/mylab> (register or sign in using your Pearson ID)

Course Name: MKT 3300 – Principles of Marketing

Course ID: nim82084

You can find detailed instructions for MyLab registration on Page No. 10 in this syllabus.

ABOUT THE COURSE

This course aims to introduce students to the basic concepts and principles of marketing. Marketing is all about identifying customer needs, creating and delivering offerings (goods, services, and experiences), and managing relationships with multiple stakeholders. These stakeholders consist of customers, manufacturers, retailers, government, trade associations, industry analysts, and society. Also, when we say offering, it means the value proposition. We will discuss the concept of value proposition, how we create it, and how we deliver and communicate it to our customers.

I would like all of you to know that marketing is not synonymous with selling, contrary to traditional beliefs. Selling is one of the critical activities in marketing. Also, it is not all about advertising (just one part of the communication activities). Marketing involves many more activities, such as setting the right price, managing the supply chain and distribution channels, understanding customers' attitudes and behavior, finding the right target market, developing the right product, and much more. Predominantly, we will study concepts such as 4P's of marketing – Product, Price, Place, and Promotion. In the past two decades, we have also observed drastic changes in business with the availability of technologies and big data. We will

discuss the impact of such changes in the current marketing practices and tie it with the industry demand of niche marketing roles.

The material is relatively easy to follow and very interesting. You would be amazed to know how various aspects of marketing impact our lives. Irrespective of your major field, a foundational understanding of marketing is necessary and would help you be better management professional.

KEY OBJECTIVES OF THE COURSE

This course provides students a broad exposure to the principles of marketing – by the end of this course, you will know "what marketing is" and "how to do it." Along the way, we will foster and hone your analytical skills and ability to apply models and frameworks to the marketing strategy planning process.

By the end of the Principles of Marketing class, you will be able to:

1. Understand and use basic marketing terminology.
2. Evaluate societal and ethical issues in marketing.
3. Understand and describe the key elements of the market environment: customers, competitors, company, and the external environment (economic, technological, political/legal, and cultural/social).
4. Understand and apply how marketing managers segment markets, choose target markets and desired positioning strategies.
5. Describe the elements of the marketing mix (Product, Place, Promotion, and Price)
6. Describe major elements of consumer behavior such as perception about products and brands and the decision-making process.
7. Understand and conduct analysis of the market environment, develop a coherent marketing strategy that addresses the specific needs of a chosen target market.
8. Understand how marketing operates in different countries.
9. Understand and apply the basics of creating a marketing plan.

COURSE COMPONENTS

There are eight components in this course:

1. **Chapter Readings in MyLab** – You are responsible for reading the chapters before coming to the class. We will then discuss the key concepts from each chapter and do an in-class exercise. The chapter reading is not a graded activity. However, you will need to know the content well before attempting other components.
2. **Dynamic Study Modules (DSM)** – In MyLab, there are dynamic study modules for each chapter. There are about 12 to 16 questions in each chapter linked to the most important concepts or ideas. In a way, it helps you track your progress and increase your knowledge. It also ensures learning by giving you chances to re-attempt the wrong answers. You can also use it on your smartphones, thus giving you more flexibility. This is **worth 12.5% of your total points. It is a completion activity. Such easy points!**

Please note that you need to finish DSM before coming to the class. It will ensure that you can absorb the class discussion and perform better in the in-class activities. If you don't finish DSM before the class, I will put a 25% penalty on your In-Class Activity score.

3. **Chapter Quizzes** – After reading every chapter, you will take a graded multiple-choice quiz related to the chapter in the MyLab Platform. This is worth **12.5% of your total points**. Out of 14 quizzes, I will drop the one lowest score from the final grade calculation. The submission deadline for each quiz is after a week of the class. It gives you time to re-read some parts (if needed) and give yourself time before taking the quiz.
4. **In-Class Activities** – You will do simulation-based in-class activities in MyLab. These activities assign you certain decision-making tasks and provide you with background information. You will have to apply your learning from the chapter reading and class discussions to make the right decision. If you make the wrong decision at any point, then the simulation may take you to a different decision point. Your performance at each decision point would determine your final score. If you have read the chapter and given attention to the class discussion, you will be able to make the right decisions. I will discuss the given situations, alternatives, and reasoning behind the alternatives and the right decisions.
Please note that you will need laptops to work on In-Class Activities
This is a critical application-related component of this course and is **worth 25% of your total points**. Please note that if you miss the class, you won't be able to make up for the In-Class Activity. I will drop the lowest score for this component in the final grade calculation.
5. **Exams** – We will have four exams. Each exam will have multiple choice or True/False questions. The exam will be online and proctored using LockDown Browser and Respondus Monitor, but you will need to be in class. You will need a laptop to take this exam.
 - For **Exam 1**, you would be evaluated on Ch – 1 to 3. You will answer 30 questions in 40 minutes. This exam is **worth 5% of your total points**.
 - For **Exam 2**, you will be evaluated on Ch – 4 to 7. You will answer 40 questions in 55 minutes. This exam is **worth 10% of your total points**.
 - For **Exam 3**, you will be evaluated on Ch – 8 to 10. You will answer 30 questions in 40 minutes. This exam is **worth 12.5% of your total points**.
 - For **Exam 4**, you will be evaluated on Ch – 11 to 14. You will answer 40 questions in 55 minutes. This exam is **worth 12.5% of your total points**.
6. **Group Project** – During the session, you will work with a group to do an assigned task. This task will be based on one of the topics of this course, such as the market research process and segmentation process. You will be provided with more information on this component during the week of the session. This task is **worth 5% of your total points**.
7. **Case Study** – We will do one case study towards the end of the course where we would apply the concepts that we have learned throughout the entire course. This component is **worth 2.5% of your total points**.
8. **Class Attendance** – I will take attendance in every class, and it is crucial for you to attend all the classes to do well in this course. Please let me know if you can't attend a class (due to a personal or medical emergency – in both cases, I will need supporting documents). **This part is worth 2.5% of your total points**.

We are still in the middle of the COVID-19 pandemic. While the situation is getting better, we all still need to be careful. I encourage you to wear a mask in the class and get vaccinated.

If at any point, you have symptoms of COVID-19, I urge you to get tested and isolate till you are sure. Reach out to me as soon as possible, and we will figure out a way for you to finish your assignments without any penalty.

For the exact dates of exams and other assigned components, refer to the course calendar on pg. – 7 to 9 in this syllabus.

OFFICE HOURS

I will hold regular office hours in my office/ via Zoom on the following days:

- Tuesday – 3.00 pm to 5.30 pm MST (In-person)
- Thursday – 11.00 am to 1.00 pm MST (via Zoom, by appointment)

I would appreciate it if you can make an appointment to avoid crowding in the office and save everyone's time. Please use the link given below to block the date and time.

Office Hour Appointment: https://docs.google.com/spreadsheets/d/1XuOAYuqXW-bI-QjtzWvBR3ru_LjX8YTFS91iBsGHZ-U/edit?usp=sharing

If any timeslots do not work for you, use BB messaging to reach out to me. In case of an urgent matter, you can also contact me directly at nnim@utep.edu. I usually reply to emails within 24 hours. However, if I am traveling, it may take longer, up to 36 hours. In the meantime, you can post your question on the Help Board in BB. One of your classmates and/or I will respond to you in a timely manner. All questions are welcome!

COURSE GRADING AND GRADE SCALE

Below is the summary of the course structure and associated evaluation:

| Component | % Points | Adjustments |
|-----------------------------|------------|-----------------------|
| MyLab Dynamic Study Modules | 12.5 | -- |
| MyLab Quizzes | 12.5 | Drop one lowest score |
| MyLab In-Class Activities | 25 | Drop one lowest score |
| Exam 1 | 5 | -- |
| Exam 2 | 10 | -- |
| Exam 3 | 12.5 | -- |
| Exam 4 | 12.5 | -- |
| Group Project | 5 | -- |
| Case Study | 2.5 | -- |
| Class Attendance | 2.5 | -- |
| Total Points | 100 | |

Your performance and the final grade would be based on the following classification:

| Cumulative Points | Grade |
|-------------------|-------|
|-------------------|-------|

| | |
|--------------|---|
| 90 and above | A |
| 80 to 89 | B |
| 70 to 79 | C |
| 60 to 69 | D |
| Below 60 | F |

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 and in the classroom. You must access Blackboard (Bb) daily 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 on MyLab. You have enough time to complete these assignments, so there is not really an excuse for being late. Please check the course calendar for the due dates of each chapter. Chapter Quizzes are due **by midnight MST (Mountain Standard Time)**. DSMs are due before the class. It won't be easy to do well in the course if you do not follow the recommended deadlines.
4. The instructor reserves the right to ask any students disrupting the normal flow of 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.
5. All attempts for cheating, plagiarism or other inappropriate behavior are 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.
6. Make-up quizzes and other assignments are only possible with an approved medical excuse. You must send the instructor a note in English 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.
7. You cannot make up missed assignments on MyLab. Plan accordingly!
8. 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.
9. 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 email. So be sure to 1) have a UTEP email address and 2) check your email at least once a day. You are entirely responsible for accessing your email 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) email messages to addresses outside the UTEP (i.e., miners) domain. *Please use Bb email to contact me.*
10. 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. Therefore, it is imperative 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 an 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 citations, references, etc. If you are unsure of the parameters of this writing style, please get in touch with the instructor for further information. Style guides are available in the University Bookstore.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

COURSE CALENDAR (subject to change at the discretion of the instructor)

| Week, Date, and Day | Assigned Chapter | Deliverables |
|----------------------------|---|---|
| Week 1 | | |
| Aug 24, Tuesday | Syllabus Discussion and Introduction to the Course (20 minutes) Ch 1 – Welcome to the World of Marketing (55 minutes) | Finish Ch-1 DSM and Quiz in MyLab by Sep 2, Thursday |
| Aug 26, Thursday | Ch-2 Global, Ethical, and Sustainable Marketing (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-2 Quiz in MyLab by Sep 2, Thursday |
| Week 2 | | |
| Aug 31, Tuesday | Ch-3 Strategic Marketing Planning (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-3 Quiz in MyLab by Sep 7, Tuesday |
| Sep 2, Thursday | Revision before Exam | |
| Week 3 | | |
| Sep 7, Tuesday | No Class | Exam 1 – Chapter 1 to 3 In-Class via Lockdown Browser with Respondus Monitor |
| Sep 9, Thursday | Ch-4 Market Research (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-4 Quiz in MyLab by Sep 16, Thursday |
| Week 4 | | |
| Sep 14, Tuesday | Ch-5 Marketing Analytics (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-5 Quiz in MyLab by Sep 23, Thursday |
| Sep 16, Thursday | Ch-6 Understand Consumer and Business Markets (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-6 Quiz in MyLab by Sep 23, Thursday |
| Week 5 | | |
| Sep 21, Tuesday | Ch-7 Segmentation, Target Marketing, and Positioning <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-7 Quiz in MyLab by Sep 28, Tuesday |

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| Sep 23, Thursday | Revision before Exam | |
| Week 6 | | |
| Sep 28, Tuesday | No Class | Exam 2 – Chapter 4 to 7 In-Class via Lockdown Browser with Respondus Monitor |
| Sep 30, Thursday | Ch-8 Product 1: Innovation and New Product Development (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-8 Quiz in MyLab by Oct 7, Thursday |
| Week 7 | | |
| Oct 5, Tuesday | Ch-9 Product 1: Product Strategy, Branding, and Product Management (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-9 Quiz in MyLab by Oct 14, Thursday |
| Oct 7, Thursday | Ch-10 Price <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-10 Quiz in MyLab by Oct 14, Thursday |
| Week 8 | | |
| Oct 12, Tuesday | Class Discussion Ch-10 Important Pricing Concepts | |
| Oct 14, Thursday | Revision before Exam | |
| Week 9 | | |
| Oct 19, Tuesday | No Class | Exam 3 – Chapter 8 to 10 In-Class via Lockdown Browser with Respondus Monitor |
| Oct 21, Thursday | Ch-11 Deliver the Goods (40 minutes) <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-11 Quiz in MyLab by Oct 28, Thursday |
| Week 10 | | |
| Oct 26, Tuesday | Ch-12 Deliver the Customer Experience <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-12 Quiz in MyLab by Nov 4, Thursday |
| Oct 28, Thursday | Ch-13 Promotion 1: Advertising One to Many Marketing Communications (40 minutes) | In-Class Simulation Activity in MyLab (40 minutes) |

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| | <i>(Read the chapter and finish DSM before the class)</i> | Finish Ch-13 Quiz in MyLab by Nov 4, Thursday |
| Week 11 | | |
| Nov 2, Tuesday | Ch-14 Promotion 2: Social Media Marketing and Other Communication Tools <i>(Read the chapter and finish DSM before the class)</i> | In-Class Simulation Activity in MyLab (40 minutes) Finish Ch-14 Quiz in MyLab by Nov 11, Thursday |
| Nov 4, Thursday | Group Project Assignment and Discussion | |
| Week 12 | | |
| Nov 9, Tuesday | Class Discussion Marketing Plan: The S&S Smoothie Company | Work on Group Project |
| Nov 11, Thursday | Case Study – Real World Application | Work on Group Project |
| Week 13 | | |
| Nov 16, Tuesday | Work on Group Project – Review Class | Work on Group Project |
| Nov 18, Thursday | Guest Lecture (TBD) | Work on Group Project |
| Week 14 | | |
| Nov 23, Tuesday | Guest Lecture (TBD) | |
| Nov 25, Thursday | No Class – Thanksgiving Holiday | |
| Week 15 | | |
| Nov 30, Tuesday | Revision before Exam | Group Project Report Submission |
| Dec 2, Thursday | Q&A for Entire Course – Future Prospects in Marketing | |
| Week 16 | | |
| Dec 7, Tuesday | No Class | |
| Dec 9, Thursday | No Class | Final Exam 4 – Chapter 11 to 14 In-Class via Lockdown Browser with Respondus Monitor |

STUDENT REGISTRATION INSTRUCTION FOR PEARSON MYLAB

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: nim82084**, 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.
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.