



WOODY L. HUNT COLLEGE OF BUSINESS ADMINISTRATION
MKT 3300 – PRINCIPLES OF MARKETING | CRN 26004
SPRING 2023

ABOUT THE INSTRUCTOR

Dr. Nandini Nim (She/Her; pronounced as nuhn-dee-nee)

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Room No: BUS 224

Office Hours: Tuesdays – 10.45 am to 1.00 pm (In-person) and Thursdays – 10.45 am to 1.00 pm (Online via Zoom)

ABOUT THE COURSE FORMAT

This MKT 3300 – Principles of Marketing course has been designed as a face-to-face (F2F) course. We would meet weekly on **Tuesdays and Thursdays from 1.30 pm to 2.50 pm in room number BUS 329**, except for the assigned holidays. Please check the UTEP Spring 2023 semester calendar.

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 also have to buy MyLab access. 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) or <https://mlm.pearson.com/enrollment/nim82464>

Course Name: Spring 2023 – MKT 3300 – Principles of Marketing – 26004

Course ID: nim82464

You can find detailed instructions for MyLab registration on Page No. 10 of 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 include 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 the 4Ps 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 them with the industry demand for 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 a better management professional.

KEY OBJECTIVES OF THE COURSE

This course provides students a broad exposure to marketing principles – 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 apply the basics of creating a marketing plan.
8. Understand and analyze the market environment and develop a coherent marketing strategy that addresses the specific needs of a chosen target market.

COURSE COMPONENTS

There are six 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, before attempting other components, you will need to know the content well.
2. **Dynamic Study Modules (DSM)** – In MyLab, each chapter has dynamic study modules. Each chapter has about 12 to 16 questions 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 13% of your total points. It is a completion activity. Such easy points!**

Please note that you need to finish DSM before coming to class. It will ensure that you can absorb the class discussion and perform better in the in-class activities. There will be no opportunity to make up for this component.

3. **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 must apply your learning from the chapter reading and class discussions to make the right decision. If you make the wrong decision, the simulation may take you to a different one. Your performance at each decision point would determine your final score. You can make the right decisions if you have read the chapter and paid attention to the class discussion. I will discuss the given situations, the 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.

4. **Chapter Quizzes** – After every class, you will take an assigned graded multiple-choice quiz related to the chapter in the MyLab Platform. This is worth **13% 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 midnight Sunday. It gives you time to re-read some parts (if needed) and give yourself time before taking the quiz.
5. **Exams** – We will have three exams. Each exam will have multiple-choice or True/False questions. The exam will be online and proctored using LockDown Browser, 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 5. You will answer 50 questions in 70 minutes. This exam is **worth 10% of your total points**.
 - For **Exam 2**, you will be evaluated on Ch – 6 to 10. You will answer 50 questions in 70 minutes. This exam is **worth 17% of your total points**.
 - For **Exam 3**, you will be evaluated on Ch – 11 to 14. You will answer 50 questions in 70 minutes. This exam is **worth 13% of your total points**.
6. **Class Attendance and Participation** – 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). You are also expected to participate in class conversations by asking questions or sharing your viewpoints. Also, there will be a few participation activities throughout the semester. **This part is worth 5% of your total points**.
7. **Case Study** – Towards the end of the course, we will do a case study analysis. Students are required to come to class after reading the case. First, we will discuss the case in class. Then, we will discuss answers to the questions. **This part is worth 4% of your total points**.

For the exact dates of exams and other assigned components, refer to the course calendar on pg. – 5 to 8 in this syllabus.

IMPORTANT: We are still in the middle of the COVID-19 pandemic. While the situation is improving, we all still need to be careful. If you have symptoms of COVID-19, I urge you to get tested and isolate until 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 penalty.

OFFICE HOURS

I will hold regular office hours in my office/ via Zoom as follows:

- Tuesday – 10.45 am to 1.00 pm MST (In-person in BUS 224, preferably with an appointment)
- Thursday – 10.45 am to 1.00 pm MST (online via Zoom)

Link: <https://utep-edu.zoom.us/j/89486308676?pwd=dXgwVEM1RHIZUGJGZHkvYUNjdkZnZz09>

Meeting ID: 894 8630 8676

Passcode: Spring2023

If any timeslots do not work for you, use BB messaging to reach out to me. In case of an urgent matter, you can 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. 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	13	--
MyLab Quizzes	13	Drop one lowest score
MyLab In-Class Activities	25	Drop one lowest score
Case Study Analysis	4	
Exam 1	10	--
Exam 2	17	--
Exam 3	13	--
Class Attendance & Participation	5	--
Total Points	100	

We will have extra credit activities, which will be discussed at the appropriate time during the semester.

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

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

Week, Date, and Day	Assigned Chapter	Deliverables
Week 1		
Jan 17, Tuesday	Syllabus Discussion and Introduction to the Course	Read the Syllabus and Setup Pearson MyLab Account
Jan 19, Thursday	Ch 1 – Welcome to the World of Marketing <i>(Read the chapter and finish DSM before the class)</i>	Ch – 1 In-Class Video Assignment in MyLab Finish Ch – 1 Quiz in MyLab by Jan 22, Sunday
Week 2		
Jan 24, Tuesday	Ch – 2 Global, Ethical, and Sustainable Marketing <i>(Read the chapter and finish DSM before the class)</i>	Ch – 2 In-Class Simulation Activity in MyLab Finish Ch – 2 Quiz in MyLab by Jan 29, Sunday
Jan 26, Thursday	Ch – 3 Strategic Marketing Planning <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Week 3		
Jan 31, Tuesday	Ch – 3 Contd.. Ch – 4 Market Research	Ch – 3 In-Class Podcast Activity in MyLab Finish Ch – 3 Quiz in MyLab by Feb 5, Sunday
Feb 2, Thursday	Ch – 4 Market Research contd. <i>(Read the chapter and finish DSM before the class)</i>	Ch – 4 In-Class Simulation Activity in MyLab Finish Ch – 4 Quiz in MyLab by Feb 12, Sunday
Week 4		
Feb 7, Tuesday	Ch – 5 Marketing Analytics <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Feb 9, Thursday	Extra Credit Activity Interacting with New Marketing Tools Assignment – No Lecture, Finish online and submit during the class time	Finish Ch – 5 Quiz in MyLab by Feb 14, Tuesday
Week 5		
Feb 14, Tuesday	Review before the Exam 1	Ch – 5 In-Class Simulation Activity in MyLab

Feb 16, Thursday	Exam 1	Exam 1 – Chapters 1 to 5 In-Class via Lockdown Browser
Week 6		
Feb 21, Tuesday	Ch – 6 Understand Consumer and Business Markets <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Feb 23, Thursday	Ch – 6 Understand Consumer and Business Markets contd..	Ch – 6 In-Class Simulation Activity in MyLab Finish Ch – 6 Quiz in MyLab by Feb 26, Sunday
Week 7		
Feb 28, Tuesday	Ch – 7 Segmentation, Target Marketing, and Positioning <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Mar 2, Thursday	Ch – 7 Segmentation, Target Marketing, and Positioning contd.	Ch – 7 In-Class Simulation Activity in MyLab Finish Ch – 7 Quiz in MyLab by Mar 5, Sunday
Week 8		
Mar 7, Tuesday	Ch – 8 Product I: Innovation and New Product Development <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Mar 9, Thursday	Ch-8 contd.. Ch-9 Product II: Product Strategy, Branding, and Product Management	Ch – 8 In-Class Simulation Activity in MyLab Finish Ch – 8 Quiz in MyLab by Mar 12, Sunday
Week 9		
Mar 14, Tuesday	Spring Break	
Mar 16, Thursday		
Week 10		
Mar 21, Tuesday	Ch-9 Product II: Product Strategy, Branding, and Product Management contd. <i>(Read the chapter and finish DSM before the class)</i>	Ch – 9 In-Class Simulation Activity in MyLab Finish Ch – 9 Quiz in MyLab by Mar 19, Sunday
Mar 23, Thursday	Ch-10 Price	Extra Credit Activity

Week 11		
Mar 28, Tuesday	Ch – 10 Price contd. <i>(Read the chapter and finish DSM before the class)</i>	Finish Ch – 10 Quiz in MyLab by Apr 2, Sunday
Mar 30, Thursday	Review before Exam 2	Ch – 10 In-Class Simulation Activity in MyLab
Week 12		
Apr 4, Tuesday	Exam 2	Exam 2 – Chapters 6 to 10 In-Class via Lockdown Browser
Apr 6, Thursday	Ch – 11 Deliver the Goods <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Week 13		
Apr 11, Tuesday	Ch – 11 Deliver the Goods contd. <i>(Read the chapter and finish DSM before the class)</i>	Ch – 11 In-Class Simulation Activity in MyLab (40 minutes) Finish Ch – 11 Quiz in MyLab by Apr 16, Sunday
Apr 13, Thursday	Ch-12 Deliver the Customer Experience <i>(Read the chapter and finish DSM before the class)</i>	Ch – 12 In-Class Simulation Activity in MyLab (40 minutes) Finish Ch – 12 Quiz in MyLab by Apr 23, Sunday
Week 14		
Apr 18, Tuesday	Ch-13 Promotion 1: Advertising One to Many Marketing Communications <i>(Read the chapter and finish DSM before the class)</i>	Ch – 13 In-Class Simulation Activity in MyLab Finish Ch – 13 Quiz in MyLab by Apr 23, Sunday
Apr 20, Thursday	Extra Credit Activity – MyLab	No Lecture - submit during the class time
Week 15		
Apr 25, Tuesday	Ch-14 Promotion 2: Social Media Marketing and Other Communication Tools <i>(Read the chapter and finish DSM before the class)</i>	Ch – 14 In-Class Simulation Activity in MyLab Finish Ch – 13 Quiz in MyLab by Apr 30, Sunday
Apr 27, Thursday	Case Study Analysis – Group Activity	Submit By Friday, May 5, 2023
Week 16		

May 2, Tuesday	Review before Exam 3	
May 4, Thursday	Exam 3	Exam 3 – Chapter 11 to 14 In-Class via Lockdown Browser
Week 17		
May 9, Tuesday	No Class	
May 11, Thursday	No Class	

CLASS POLICIES

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

1. Blackboard (BB) is the main portal for the course. All communication and activities will be done through BB and in the classroom. You must access BB frequently (i.e., at least once daily) for announcements and other course material. Sometimes, 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 daily. You are responsible for frequently accessing your email account and BB to check for 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.
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 no excuse for being late. Please check the course calendar for the due dates of each chapter by midnight MST (Mountain Standard Time). DSMs are due before the class (at 1.30 pm MST). It won't be easy to do well in the course if you do not follow the recommended deadlines. And I believe you all can do well in this class.
4. 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 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.
5. The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). All assignments must be turned in online on the date that those assignments are due.
6. We all will be respectful and polite towards each other. It includes class discussions, written assignments, discussion boards, and other class activities.
7. We will all follow classroom etiquette concerning mobile phones, laptops, and other personal devices. If there is an emergency, you can quietly leave the room and attend a call. Laptops should be used for taking notes and completing class activities only.
8. You are expected to come to class on time. Inform me via email if you are running late for any reason. You will still get a grade of 0 if you do not attend the classes and finish In-Class Activities outside of class.
9. 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.

10. All attempts for cheating, plagiarism or other inappropriate behavior cause disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
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. Students are expected to uphold the highest academic integrity standards in the classroom and in all other academic activities. 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, suspension or dismissal, among others.

All research papers, term papers, or other writing-intensive assignments must adhere to the 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 contact 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 this course. They may not be further disseminated.

STUDENT REGISTRATION INSTRUCTION FOR PEARSON MYLAB

To register for Spring 2023 – MKT 3300 – Principles of Marketing – 26004:

1. Go to <https://mlm.pearson.com/enrollment/nim82464>
2. Sign in with your Pearson student account or create your account.
3. Select any available access option if asked.
 - » Enter a prepaid access code that came with your textbook or from the bookstore.
 - » Buy instant access using a credit card or PayPal.
 - » Select Get temporary access without payment for 14 days.
4. Select Go to my course.
5. Select Spring 2023 – MKT 3300 – Principles of Marketing – 26004 from My Courses.

If you contact Pearson Support, give them the course ID: nim82464

To sign in later:

1. Go to <https://mlm.pearson.com>
2. Sign in with the same Pearson account you used before.
3. Select Spring 2023 – MKT 3300 – Principles of Marketing – 26004 from My Courses.