



COLLEGE OF BUSINESS ADMINISTRATION
MKT 3300 – PRINCIPLES OF MARKETING | CRN 22231
Spring 2022

ABOUT THE INSTRUCTOR

Instructor: Nandini Nim

Email: nnim@utep.edu

Office: COBA 224

Phone: 915-747-8402

Office Hours: Wednesdays – 10.30 am to 12.00 pm (Online) and 1.30 pm to 4.30 pm (In-person)

TA: Rebecca Moreno (rmoreno16@miners.utep.edu)

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 10.30 am to 11.50 am in room number COBA 323** except for the assigned holidays. Please check the UTEP Spring 2022 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 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 CRN: 22231

Course ID: nim79264

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 apply the basics of creating a marketing plan.
8. Understand and conduct analysis of the market environment, 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, 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! If you don't finish DSM before the class, I will put a 25% penalty on your In-Class Activity score.**

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.

3. **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 **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 midnight Sunday. 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 three 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 5. You will answer 50 questions in 70 minutes. This exam is **worth 15% 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 15% 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 15% of your total points**.
6. **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 5% of your total points**.

IMPORTANT

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. – 5 to 8 in this syllabus.

OFFICE HOURS

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

- Wednesday – 10.45 am to 12.15 pm MST (online)

The zoom link for all the virtual office hours is <https://utep-edu.zoom.us/j/2243006163> with Meeting ID: 224 300 6163

You can login for the Zoom meeting at your scheduled time, else you may have to wait till I am available.

- Wednesday – 1.30 pm to 5.00 pm MST (in-person)

I would appreciate it if you can make an appointment to avoid crowding in the office and save everyone's time.

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. 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	15	--
Exam 2	15	--
Exam 3	15	--
Class Attendance & Participation	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

COURSE CALENDAR

(subject to change at the discretion of the instructor)

Week, Date, and Day	Assigned Chapter	Deliverables
Week 1		
Jan 18, Tuesday	Syllabus Discussion and Introduction to the Course	
Jan 20, Thursday	Ch 1 – Welcome to the World of Marketing <i>(Read the chapter and finish DSM before the class)</i>	Finish Ch – 1 Quiz in MyLab by Jan 23, Sunday
Week 2		
Jan 25, 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 30, Sunday
Jan 27, Thursday	Ch – 3 Strategic Marketing Planning <i>(Read the chapter and finish DSM before the class)</i>	Ch – 3 In-Class Simulation Activity in MyLab Finish Ch – 3 Quiz in MyLab by Jan 30, Sunday
Week 3		
Feb 1, Tuesday	Ch – 4 Market Research <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Feb 3, Thursday	Ch – 4 Market Research contd.	Ch – 4 In-Class Simulation Activity in MyLab Finish Ch – 4 Quiz in MyLab by Feb 6, Sunday
Week 4		
Feb 8, Tuesday	Ch – 5 Marketing Analytics <i>(Read the chapter and finish DSM before the class)</i>	Ch – 5 In-Class Simulation Activity in MyLab Finish Ch – 5 Quiz in MyLab by Feb 13, Sunday
Feb 10, Thursday	Review before the Exam 1	

Week 5		
Feb 15, Tuesday	Exam 1	Exam 1 – Chapter 1 to 5 In-Class via Lockdown Browser with Respondus Monitor
Feb 17, Thursday	Ch – 6 Understand Consumer and Business Markets <i>(Read the chapter and finish DSM before the class)</i>	Ch – 6 In-Class Simulation Activity in MyLab Finish Ch – 6 Quiz in MyLab by Feb 20, Sunday
Week 6		
Feb 22, Tuesday	Ch – 7 Segmentation, Target Marketing and Positioning <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Feb 24, Thursday	Ch – 7 Segmentation, Target Marketing and Positioning contd.	Ch – 7 In-Class Simulation Activity in MyLab Finish Ch – 7 Quiz in MyLab by Feb 27, Sunday
Week 7		
Mar 1, Tuesday	Ch – 8 Product I: Innovation and New Product Development <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Mar 3, Thursday	Ch-8 contd.. Ch-9 Product II: Product Strategy, Branding, and Product Management <i>(Read the chapter and finish DSM before the class)</i>	Ch – 8 In-Class Simulation Activity in MyLab Finish Ch – 8 Quiz in MyLab by Mar 6, Sunday
Week 8		
Mar 8, Tuesday	Ch-9 Product II: Product Strategy, Branding, and Product Management contd.	Ch – 9 In-Class Simulation Activity in MyLab Finish Ch – 9 Quiz in MyLab by Mar 13, Sunday
Mar 10, Thursday	Ch-10 Price <i>(Read the chapter and finish DSM before the class)</i>	Ch – 10 In-Class Simulation Activity in MyLab (40 minutes)
Week 9		
Mar 14 – Mar 20	Spring Break	

Week 10

Mar 22, Tuesday	Ch – 10 Price contd..	Ch – 10 In-Class Simulation Activity in MyLab (40 minutes) Finish Ch – 10 Quiz in MyLab by Mar 27, Sunday
Mar 24, Thursday	Review before Exam 2	

Week 11

Mar 29, Tuesday	Exam 2	Exam 2 – Chapter 6 to 10 In-Class via Lockdown Browser with Respondus Monitor
Mar 31, Thursday	Ch – 11 Deliver the Goods <i>(Read the chapter and finish DSM before the class)</i>	No Activity

Week 12

Apr 5, 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 10, Sunday
Apr 7, 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 10, Sunday

Week 13

Apr 12, Tuesday	Ch-13 Promotion 1: Advertising One to Many Marketing Communications <i>(Read the chapter and finish DSM before the class)</i>	No Activity
Apr 14, Thursday	Ch-13 Promotion 1: Advertising One to Many Marketing Communications contd..	Ch – 13 In-Class Simulation Activity in MyLab Finish Ch – 13 Quiz in MyLab by Apr 17, Sunday

Week 14

Apr 19, 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 – 14 Quiz in MyLab by Apr 24, Sunday
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Apr 21, Thursday	Guest Lecture (TBD)	
Week 15		
Apr 26, Tuesday	Marketing Plan – S&S Smoothie Case	
Apr 28, Thursday	Marketing Plan	Additional Activity for Extra Credit
Week 16		
May 3, Tuesday	Review before Exam 3	
May 5, Thursday	No Class	
Week 17		
May 10, Tuesday	Exam 3	Exam 3 – Chapter 11 to 14 In-Class via Lockdown Browser with Respondus Monitor
May 12, Thursday	No Class	

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. Meeting ID: 224 300 6163 **by midnight MST (Mountain Standard Time). DSMs are due before the class (at 10.30 am, MST)**. 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.

STUDENT REGISTRATION INSTRUCTION FOR PEARSON MYLAB

To register for MKT 3300 - Principles of Marketing CRN: 22231:

1. Go to <https://mlm.pearson.com/enrollment/nim79264>
2. Sign in with your Pearson student account or create your account.
Instructors, use or create a Pearson student account to register as a student. Don't use your instructor account.
3. Select any available access option, if asked.
 - a. Enter a prepaid access code that came with your textbook or from the bookstore.
 - b. Buy instant access using a credit card or PayPal.
 - c. Select Get temporary access without payment for 14 days.
4. Select Go to my course.
5. Select MKT 3300 - Principles of Marketing CRN: 22231 from My Courses.

If you contact Pearson Support, give them the course ID: nim79264

To sign in later:

1. Go to <https://mlm.pearson.com>
2. Sign in with the same Pearson account you used before.
3. Select MKT 3300 - Principles of Marketing CRN: 22231 from My Courses