



Marketing Principles

Fall 2024

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Office Location: BUSN 231

Hours: M-W 10:30 am – 1:00 pm

or by appointment



MKT 3300 CRN: 11374

CLASSROOM: BUSN 313 (9:00 am - 10:20 am)

Welcome to Marketing 3300, Marketing Principles. Marketers play a crucial role in the global economy, as they drive various industries. As the saying goes, "Nothing happens until someone sells something." Come along for an exploration of how you can create an impact as a marketer, contributing through products, services, and societal benefits. This course will offer insights into the diverse ways marketers **add value to society**.

Upon successful completion of this course, you will have the foundational skills to assess and target the marketplace and capture, create, deliver, and communicate value to stakeholders. You will develop these skills through reading, taking notes, and actively participating in discussions, course assignments, and presentations that **exercise your critical thinking**. Ultimately, you will be able to apply these marketing tools to **increase your influence, both professionally and personally**.

UTEP EDGE ADVANTAGES

This course is designed to equip students with **Edge Advantages** that contribute to their professional and personal development. Through the completion of course requirements and assignments, such as team projects, presentations, and essays, students will be inspired to think critically, engage in problem solving, develop global awareness, and cultivate communication skills.

	Problem-Solving	Assignments will challenge students to identify and address complex issues using innovative and analytical approaches.
	Communication	Class discussions and written assignments will improve students' skills in articulating ideas clearly and persuasively in both oral and written forms.
	Social Responsibility	Through community engagement opportunities and course content that encourages ethical considerations, students will foster a sense of responsibility towards their community and society at large.
	Confidence	By actively participating and successfully completing assignments, students will build self-assurance in their abilities to tackle academic and real-world challenges.
	Critical Thinking	The course's emphasis on analysis and synthesis of information will strengthen students' abilities to think critically and make informed decisions.

STUDENT LEARNING OBJECTIVES (SLOs):

1. Develop a marketing strategy and plan
2. Analyze the marketing environment
3. Understand consumer behavior in different business or cultural settings
4. Conduct basic marketing research
5. Understand segmentation, targeting, and positioning
6. Design product pricing, distribution, and promotion strategy
7. Incorporate current ideas of sustainable marketing

REQUIRED MATERIALS

- **Textbook (eBook or paper version):** Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, Marketing: Real People, Real Choices, 11 th edition (ISBN-13: 9780136827757)
- **Access code for MyLab Marketing:** MyLab Marketing by Pearson is a web-based learning system that contains interactive homework assignments and (in-class) Mini Simulations for you to complete for credit

You can buy the text and access code as a product bundle at the bookstore. Visit UTEP’s bookstore and Pearson’s website to choose an option that works for you.

How to Register for MyLab Marketing First, enter your Blackboard course

1. Sign in to Blackboard and enter your MKT 3300 course
2. Select “MyLab Marketing Setup” in the left navigation
3. Select any course link in the top area of the page

Next, get access to your Pearson course content

4. Accept the End-User License Agreement and Privacy Policy. If you previously linked your Blackboard and Pearson accounts, you go directly to the Pearson payment page. Skip to step 6.
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.
 - a. Enter the access code that came with your textbook or that you purchased separately from the bookstore.
 - b. Buy access using a credit card or PayPal.
 - c. Get temporary access. You will need to pay for access within 14 days.
7. When the registration is complete, the You’re Done page appears and you get a confirmation email. You can close the You’re Done page and return to your Blackboard course. From now on, when you select any of the MyLab & Mastering links in your Blackboard course, your MyLab Marketing course immediately opens in a new tab.

Note: In the future, it is recommended you enter your MyLab Marketing course through Blackboard.

What do I do if I run into problems during the term when using MyLab Marketing?

If you encounter any problems with MyLab, please contact Pearson as they handle the technical side of the software:

Tech Support:

Call (available Mon - Fri 10 AM – 10 PM ET) or Chat:

<https://support.pearson.com/getsupport/s/contactsupport>

WORKLOAD

To excel most students require an average of three (3) hours of study per week outside of class. Use this time for weekly readings, exploring topics that interest you with real-life applications, and finishing end-of-chapter tasks or case studies.

Success comes from hard work, solid study habits, and meeting deadlines. We aim to develop strong persuasive communication skills and I am here to support your success. If you give your best effort I am sure you will have success. A quote from a seminar I attended said: "Effort is what makes us who we want to be."

TEACHING PHILOSOPHY

I believe students learn best when they are proactive actors in class, not passive listeners to lectures. Research suggests this is true, including a mega-study of 225 other studies that found that students who are active in classes learn statistically significantly more, and raise their grades by 6%. Furthermore, students were 1.5 times less likely to fail the courses (Freeman et al. 2014).

We can achieve this by having you lead discussions and linking course concepts to your experiences. I'm here to facilitate critical thinking, providing opportunities to solve challenges and generate innovative solutions for future work situations.

COURSE ORGANIZATION

This is an engaging face-to-face course. Most activities will occur in class, but there will be homework and a couple of larger projects that you will need to manage outside of class. Course activities consist of weekly Chapter Reading & Exercises/Notes, Exercises, and Mini Cases, four (4) exams, class discussions, and a Group Term Project with 3 parts. All information needed will be found on Blackboard.

ASSIGNMENT ITEMS

Weekly Chapter Assignments & Quizzes 250 pts

There will be weekly chapter quizzes. This will require that you read the chapter and understand the material presented in class.

- Every week, there will be MyLab Marketing assignments
- Each assignment consists of a set of multiple choice questions (20 – 40 questions).
- Completing the MyLab Marketing assignments will go a long way in helping you learn the concepts, review what you do not know, and be fully prepared for exams.
- Consider printing out the schedule provided in the Syllabus so you do not miss any assignments

Class Participation 150 pts

Attendance is a necessary condition for class participation. There is a minimum requirement of 70% attendance to pass any marketing class. In case of absence, you need to seek my approval before class. Unreported absences will be penalized.

Most classes are accompanied by small case discussions and group work. You are expected to actively participate in the class discussion. I may also randomly call on students during the semester. Your contribution to the discussion will significantly influence your class participation grade. Your



participation grade will be based on class attendance (on time), the quality/frequency of your comments, and your answers to the questions. Class participation will be graded based on the subjective assessment of the instructor.

Examinations 400 pts

You will have four (4) exams covering the material in the weeks prior to the exam (not comprehensive). The exams are worth 100 points. All exams are to be done individually and with a time limit. You must study the material and be able to recall at least 60% of what was covered in the chapters to be able to complete the exam in time and aim for an A or B.

- You have to do exams on your own. No cheating, copying, sharing, emailing, posting or collaborating during exams. This is very easy to detect online through your digital footprints, so don't try anything of the sort. Any such activity on your part will result in an F in the course or worse.
- There are no makeups for exams. Severe illness or an emergency situation are the only legitimate reasons for not taking a scheduled exam. Legitimate documentations of the emergency must be presented and approved by the instructor before a make-up exam will be considered. Simply forgetting to take an exam is not a reason to be allowed a make-up exam.
- All exams will be held in class. Students are required to bring their laptops on the date of the exam.
- The exams will make use of Respondus Lockdown Browser and Respondus Monitor inside of Blackboard to promote academic integrity. You are encouraged to learn more about how to use these programs prior to the first exam. Please review the following guidelines:
 - The assessments will only be available at the times identified on the course calendar.
 - A reliable Internet connection is essential to completing the exam.
 - Respondus Lockdown Browser will require that all internet tabs are closed prior to the start of the exam.
 - Respondus Monitor requires a webcam and microphone.
 - You will be required to show the webcam your student ID prior to the start of the test.
 - Your face should be completely visible during the test. Blocking the camera will disable the test.
 - Only handwritten notes and textbook materials are permitted during the test. Respondus Monitor requires you to take a video of your surrounding area (desk, chair, etc.)
 - You should not have conversations with other people and/or leave and return to the area during the exam.

Group Term Project 300 pts

You will put all of your new and developed marketing skills to the test with a final Marketing Plan term paper and presentation. This project will require that you use critical thinking to apply your marketing knowledge to develop a persuasive marketing plan for a product in a compelling way. The details can be found in Blackboard..

Late Assignment/Quiz Penalty

All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments 33% per day.

STUDENT EVALUATION

Throughout the semester, grades will be posted and available to students on the course Blackboard site and updated as frequently as is reasonable.

SUPPORT

Contact me early and often if you need anything; the pleasure is all mine. You're not an interruption; you are the reason I'm here.

GRADING SCALE

Percentage	Letter Grade
97 – 100	A+
90 – under 97	A
89 – under 90	A-
87 – under 89	B+
80 – under 87	B
79 – under 80	B-
77 – under 79	C+
70 – under 77	C
69 – under 70	C-
67 – under 69	D+
60 – under 67	D
59 – under 60	D-
Under 59	F

PHONE CALLS/VIDEO

CONFERENCINGPHONE CALLS/VIDEO

CONFERENCING I like interacting with students and I'm reachable from 8 am to 5 pm, Monday to Friday. I prefer in-person meetings and am available during my office hours or on Zoom if it's easier. *Just remember, I'm not available on Sundays.* I've included my personal cell number for legitimate emergency contact (procrastination is not a legitimate reason to text me on the weekends or outside of business hours). **PLEASE ONLY EMAIL THROUGH BLACKBOARD**

ATTENDANCE (COURSE DROP) POLICY

It is expected that you will attend your course on a weekly basis, as well as participate in class discussions; as your learning is cheated by

ignoring the class. Only university-excused absences will be accepted as sufficient. If there is a special exception, such as other commitments, it sometimes means missing work is unavoidable. Still, the expectation is you will communicate this with me at least one week in advance of your absence via phone

Assignments	Points	Notes
Class Participation	150	Notes, Peer to Peer Interaction, & Class Discussions to Improve learning
Chapter Reading & Quizzes	350	Read & Do 14 Chapter Quizzes
Exams (4)	400	Every 5 Chapters we will have a non-comprehensive exam - lowest grade will be dropped
Final Project	300	Paper, Peer Review, & Presentation
Total	1200	100%

and email. It is imperative that you communicate with me when a conflict arises prior to due dates and/or assigned activities. This will allow you to build a good relationship for this class.



According to UTEP Catalog, “At the discretion of the instructor, a student can be dropped from a course because of excessive absences or lack of effort. A grade of “W” will be assigned before the course drop deadline and a grade of “F” after the course drop deadline.” See Policies and Regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice via email.

MAKE-UP POLICY

No makeup will be allowed for any student who does not show up in class for a scheduled presentation, exam or other assigned activity without prior notification to and approval of the Instructor. In such a case, the student will receive a grade of 0 for that assignment

EXPECTATIONS

- Please email me ASAP if you’re having any difficulty that hampers your progress in the course. If you have doubts or questions pertaining to the course, you can always email me. I pride myself on replying quickly to emails but please allow 24 to 48 hours for responses before you send out the search party.
- Lateness is disrespectful and disruptive. Chronic lateness will not be tolerated. Please be punctual for class.
- To ensure an adequate learning environment, please turn your cell phones, and other noise-emitting electronic devices to silent or vibrate mode during class. Laptop use should be restricted to activities related to this class.
- If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!
- Academic dishonesty (e.g., plagiarism, cheating on exams) will be dealt with very harshly. You will automatically get an F in the class, at the least.

SCHOLASTIC INTEGRITY

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student or possessing unauthorized materials during a test. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more, please visit HOOP: Student Conduct and Discipline.

INCOMPLETE GRADE POLICY

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Please email me immediately if you believe an

incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

EXCUSED ABSENCES (COURSE DROP POLICY)

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ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, email them at cass@utep.edu, or apply for accommodations online via the CASS portal.

GUIDANCE ON ARTIFICIAL INTELLIGENCE

The use of generative artificial intelligence (AI) tools such as Chat GPT is not permitted in this course.

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

Marketing Principles- MKTG 3300 CRN:11374 9:00-10:20 Fall 2024 Schedule

Module	Day	Dates	Topic Overview	Assignments
Module: 1 Understand the Value Proposition	Monday	August 26	Introduction	
	Wednesday	August 28	Ch. 1 Welcome to Mktg.	Ch. 1 Assignment due 8/27 Quiz due 9/1
	Monday	Sept. 2	Labor Day Holiday	
	Wednesday	Sept. 4	* Ch. 3 Strategic Market Planning	Ch. 3 Assignment due 9/3
	Monday	Sept. 9	Ch. 3 Continued	Ch. 3 Quiz due 9/8 Review Term Project
	Wednesday	Sept. 11	Exam 1 Chapters 1 & 3	
Module 2: Determine the Value Propositions	Monday	Sept. 16	Ch. 4 Market Research	Ch. 4 Assignment due 9/15
	Wednesday	Sept. 18	Ch. 4 Continued	Ch.4 Quiz due Friday 9/20

Different Customers Want	Monday	Sept. 23	Ch. 5. Marketing Analytics	Ch. 5 Assignments & Quiz due 9/22
	Wednesday	Sept. 25	Ch. 5 Continued	Exam 2.1 Ch. 4 & 5
	Monday	Sept. 30	Ch. 6. Understand Consumer and Business Markets	Ch. 6 Assignment due 9/29
	Wednesday	Oct. 2	Ch. 6 Continued	Ch.6 Quiz Due Friday 10/4
	Monday	Oct. 7	Ch. 7 Segmentation, Target Marketing, and Positioning (STP)	Ch. 7 Assignment & Quiz due 10/6
	Wednesday	Oct. 9	Ch. 7 Continued	Exam 2.2 Ch. 6 & 7 & Term Project Part 1 Due 10/13
	Monday	Oct. 14	Term Project Part 1 Presentations	
Module 3: Develop the Value Proposition for the Customer	Wednesday	Oct. 16	Ch.8 Product 1: Innovation and New Product Development	Ch. 8 Assignments Due 10/15 Quiz due Sunday 10/20
	Monday	Oct. 21	Ch. 8 Continued	
	Wednesday	Oct. 23	Ch.9 Product 2: Product Strategy, Branding, and Product Management	Ch.9 Assignments due 10/22
	Monday	Oct. 28	Ch. 9 Continued	Ch. 9 Quiz due 10/27
	Wednesday	Oct. 30	Ch. 10 Price: What is the Value Proposition Worth	Ch. 10 Assignments & Quiz Due 10/29
	Monday	Nov. 4	Exam 3 Chapters 8 & 9	Term Project Part 2 Due 11/3
	Wednesday	Nov. 6	Term Project 2 Presentations	
Module 4: Delivering & Communicating Value	Monday	Nov. 11	Ch. 11 Deliver the Goods: Determine the Distribution Strategy	Ch. 11 Assignments due 11/10
	Wednesday	Nov. 13	Ch. 11 Continued	Chl 11 Quiz due 11/15
	Monday	Nov. 18	Ch.12 Deliver the Customer Experience	Ch. 12 Assignments due 11/17
	Wednesday	Nov. 20	Ch.12 Continued	Chl 12 Quiz due 11/22
	Monday	Nov. 25	Ch. 13 Promotion 1: Planning and Advertising	Ch. 13 Assignments due 11/24
	Wednesday	Nov. 27	Ch. 13 Continued	Chl 13 Quiz due 11/29
	Monday	Dec. 2	Ch. 14 Promotion 2: Social Media Platforms and Other Promotion Elements	Ch. 14 Assignments & Quiz due 12/1
	Wednesday	Dec. 4	Exam 4 Chapters 11-14	Term Project Part 3 due 12/5
	Wednesday	12/11/2024 10 am - 12:45 pm	TERM PROJECT PART 3 PRESENTATIONS	

