

Principles of Marketing

Course No.

MKT 3300 (27423 006)

Course Website

<https://blackboardlearn.utep.edu/>

Class Times

10:30 AM - 11:50 AM

Monday / Wednesday

Course Location

COBA 331

Instructor

Dr. Yoonsun Jeong

Email

yjeong@utep.edu

MyLab Marketing ID

[jeong29238](#)

Office Location

COBA 222

Office Hours

Monday: 1.30 PM to 3.45 PM

Wednesday (virtual): 1.30 PM to 3.45 PM via MS Teams

(or by appointment)

Course Content

The marketing system is analyzed as the process in our socioeconomic system for anticipating and satisfying consumer needs, adjusting to demand, and selling and procuring products and services. Competition, pricing, product line, distribution systems, promotion, and planning are discussed.

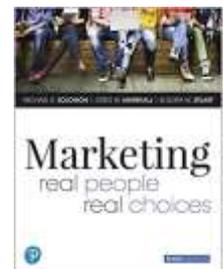
Learning Objectives

The purpose of this course is to equip you with a solid foundation in the basic principles, concepts, and practices of marketing. We will begin by understanding the roles of marketing in organizations and societies. Then, we will apply the concepts of marketing using interesting real-world cases.

- Develop a marketing strategy and plan
- Analyze the marketing environment
- Understand consumer behavior in different business or cultural settings
- Conduct basic marketing research
- Understand segmentation, targeting, and positioning
- Design product pricing, distribution, and promotion strategy
- Incorporate current ideas of sustainable marketing

Required Materials

A. **Textbook (eBook or paper version):** Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart, *Marketing: Real People, Real Choices*, 10th edition (ISBN: 9780135209929)



B. **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.
 - o Enter the access code that came with your textbook or that you purchased separately from the bookstore.
 - o Buy access using a credit card or PayPal.
 - o 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.

Course Requirements / Graded Items

Exams (50%)

- There will be four closed-book exams of 40 – 60 multiple choice questions each.
- Each exam will be 60 minutes long.
- The exams are weighted equally.
- The exams will not be cumulative. The chapters to be covered in the exams are specified in the Schedule (p.7-8) and in case we need to make any changes, will be posted via Blackboard announcement.
- 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.
 - No notes or 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.

MyLab Marketing Assignments on Pearson’s Website (20%)

- Every week, there will be MyLab Marketing assignments – see the schedule on p.7-8. Some weeks have 2 chapters to complete.
- 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.
- Each week, I will post on the Blackboard Announcements Page the assignments that you need to work on, but it’d be a great idea to print out the schedule provided in the Syllabus (p.7-8).
- Each assignment is scored out of 100. You can see what you scored by looking at the Results section of MyLab Marketing, or by checking the next week on Blackboard, under ‘My Grades.’
- Assignments will not be accepted late. If you do not complete a given assignment on time, you will not receive credit for it.

[In-Class] MyLab Mini Simulations (Sims) (10%)

- We will apply marketing concepts through MyLab Mini Sims in class.
- Each Mini Sim will ask you to apply your knowledge from the chapter readings in a real-life business scenario.
- All Mini Sims are due at the end of each class unless informed otherwise. Late submissions will not be accepted.
- A missed Mini Sim cannot be made up. However, the lowest Mini Sim grade will be dropped.
- You will need to bring a wi-fi enabled laptop to complete the simulations.

[In-Class] Case Studies (10%)

- There are total of two case studies in this course.
- Each case study will require you to submit answers to a series of 4-8 discussion questions.
- Discussion questions will be answered as a group by submitting a single copy of the answers on Blackboard at the end of each class.

- Prepare to participate by pre-reading the assigned articles and cases.
- No late submission will be accepted.

[In-Class] Group Project Presentation (10%)

- Students will form a group of 4-5 to work on the final project.
- Your group is expected to identify an interesting and relevant social problem, and use your learning from the course, along with your creativity and problem-solving skills, to recommend a course of action to solve the problem.
- The project will culminate in a class presentation at the end of the semester. The project assignment will be posted on Blackboard one week before the scheduled date.
- The sequence of presentations will be announced one week in advance.

Grading Policy

All the total points you earn will get converted to percent. Course grading scale is shown below. All assignments should be completed and submitted as required to be eligible for a final passing grade. Incompletes will be dealt as per university policies attached. A grade of 'F' will be given when the university police on incompletes is not satisfied.

Decimal points for all assignments are carried over and cumulated. To calculate final grades, 0.49 and under are rounded down, and 0.50 above are rounded up.

Course Breakdown

Exams	50%
MyLab Marketing Assignments	20%
In-Class MyLab Mini Sims	10%
In-Class Case Studies	10%
In-Class Group Project Presentation	10%

Grading Scale

Course Grade	% Earned
A	>=90%
B	>=80% but <90%
C	>=70% but <80%
D	>=60% but <70%
F	<60%

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.
- 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](#).

Statement on Disability

If you feel that you may have a disability that requires accommodations, contact the Center for Accommodations and Support Services office at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

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.

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.

COVID-19 Accommodations

Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. If you are not permitted on campus, you should contact me as soon as possible so we can arrange necessary and appropriate accommodations.

COVID-19 Precautions

You must **STAY AT HOME** and **REPORT** if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you attend campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to class when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection.

Wear face coverings when in common areas of campus or when others are present. You must wear a face covering over your nose and mouth at all times in this class. If you choose not to wear a face covering, you may not enter the classroom. If you remove your face covering, you will be asked to put it on or leave the classroom. Students who refuse to wear a face covering and follow preventive COVID-19 guidelines will be dismissed from the class and will be subject to disciplinary action according to Section 1.2.3 *Health and Safety* and Section 1.2.2.5 *Disruptions* in the UTEP Handbook of Operating Procedures.

Course Schedule (subject to change at the discretion of the Instructor)

Week	Beginning	Readings	MyLab Marketing Assignments / Exams	In-Class Activities
1	Jan. 19 th (Wed)	Read your <u>Syllabus</u>	Register on MyLab Marketing Work on MyLab Marketing Chapter 1 assignment Deadline: 11:59 PM, Sunday Jan. 30 th	
2	Jan. 24 th (Mon)	Chapter 1. Welcome to the World of Marketing Chapter 3. Strategic Market Planning Case Study 1: Marketing Myopia	Work on MyLab Marketing Chapter 3 assignment Deadline: 11:59 PM, Sunday Jan. 30 th	Case Study 1: Marketing Myopia
3	Jan. 31 st	Chapter 4. Market Research	Work on MyLab Marketing Chapter 4 assignment Deadline: 11:59 PM, Sunday Feb. 6 th	MyLab Mini Sims 1
4	Feb. 7 th (Mon)		Exam 1 Review	
	Feb. 9 th (Wed)		<u>Exam 1 (Chapters 1, 3, and 4) to be completed in-class with Respondus Lockdown Browser and Monitor</u>	
5	Feb. 14 th	Chapter 5. Marketing Analytics	Work on MyLab Marketing Chapter 5 assignment Deadline: 11:59 PM, Sunday Feb. 20 th	MyLab Mini Sims 2
6	Feb. 21 st	Chapter 2. Global, Ethical, and Sustainable Marketing Case Study 2: Heinz in Emerging Markets	Work on MyLab Marketing Chapter 2 assignment Deadline: 11:59 PM, Sunday Feb. 27 th	Case Study 2: Heinz in Emerging Markets
7	Feb. 28 th	Chapter 6. Understand Consumer and Business Markets	Work on MyLab Marketing Chapter 6 assignment Deadline: 11:59 PM, Sunday Mar. 6 th	MyLab Mini Sims 3
8	Mar. 7 th (Mon)		Exam 2 Review	
	Mar. 9 th (Wed)		<u>Exam 2 (Chapters 2, 5, and 6) to be completed in-class with Respondus Lockdown Browser and Monitor</u>	
	Mar. 14 th		Spring Recess—No Class	
9	Mar. 21 st	Chapter 7. Segmentation, Target Marketing, and Positioning	Work on MyLab Marketing Chapter 7 assignment Deadline: 11:59 PM, Sunday Mar. 27 th	MyLab Mini Sims 4

Week	Beginning	Readings	MyLab Marketing Assignments / Exams	In-Class Activities
10	Mar. 28 th	Chapter 8. Product I Chapter 9. Product II	Work on MyLab Marketing Chapters 8 & 9 assignments Deadline: 11:59 PM, Sunday Apr. 3 rd	MyLab Mini Sims 5
11	Apr. 4 th	Chapter 10. Price	Work on MyLab Marketing Chapter 10 assignment Deadline: 11:59 PM, Sunday Apr. 10 th	MyLab Mini Sims 6
12	Apr. 11 th (Mon)		Exam 3 Review	
	Apr. 13 th (Wed)		<u>Exam 3 (Chapters 7, 8, 9, and 10) to be completed in-class with Respondus Lockdown Browser and Monitor</u>	
13	Apr. 18 th	Chapter 11. Deliver the Goods Chapter 12. Deliver the Customer Experience	Work on MyLab Marketing Chapters 11 & 12 assignments Deadline: 11:59 PM, Sunday Apr. 24 th	
14	Apr. 25 th	Chapter 13. Promotion I	Work on MyLab Marketing Chapter 13 assignment Deadline: 11:59 PM, Sunday May 1 st	Exam 4 Review Group Project Preparation
15	May 2 nd			Group Project Presentations
16	May 9 th		<u>Exam 4 (Chapters 11, 12, and 13) to be completed in-class with Respondus Lockdown Browser and Monitor</u> <u>*10:00 AM, Friday, May 13th</u>	

* All times are Mountain Standard Time.