

# Principles of Marketing

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## Course No.

MKT 3300 (28757 006)

## Course Website

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

## Class Times

Pre-recorded lectures will be posted every Wednesday.

## Course Location

Online (asynchronous)

## Instructor

Dr. Yoonsun Jeong

## Email

[yjeong@utep.edu](mailto:yjeong@utep.edu)

## MyLab Marketing ID

[jeong22267](#)

## Office Location

COBA 222

## Virtual Office Hours

10:00 AM to 12:00 PM  
Tuesday / Wednesday  
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

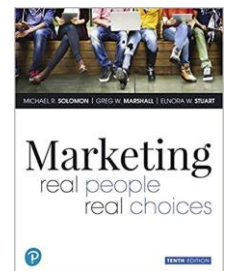
The purpose of this course is to equip you with a solid foundation in the basic principles, concepts, and practices of marketing. We will begin by understanding the roles of marketing in organizations and societies. Then, we will apply the concepts of marketing using interesting real-world cases.

- 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*, 10<sup>th</sup> edition (ISBN: 9780135209929)

B. **Access code for MyLab Marketing:** MyLab Marketing by Pearson is a web-based learning system that contains interactive homework assignments 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

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: jeong22267, 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.
  - Buy access using a credit card or PayPal.
  - Get temporary access. You will need to pay for access within 14 days.
7. From the You're Done! page, select **Go To My Courses**.
8. On the My Courses page, select the course name **MKT 3300 (28757 006) Spring 2021** to start your work.

## Course Requirements / Graded Items

### Exams (60%)

- There will be three exams of 50 multiple choice questions each.
- Each exam will be 60 minutes long.
- The exams are weighted equally.
- The exams have to be completed on **Blackboard** as scheduled. Be extra careful to ensure good WiFi/Internet access before you begin. Once you begin the exam, you will have to complete it within the given time frame, at one sitting. Don't walk off or log off.
- The exams will not be cumulative. The chapters to be covered in the exams are specified in the Schedule (p.6-7) 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.
- 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.
- Late penalty for exams is more severe: 10% off for every hour late.
- 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:
  - You may take the test at any time during the 24-hour window.
  - A reliable Internet connection is essential to completing the exam. If you must go to a location to take the exam (such as the library), be sure to follow their health and safety requirements.
  - 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, walls, etc.)
- You should not have conversations with other people and/or leave and return to the area during the test.

### **MyLab Marketing Assignments on Pearson’s Website (25%)**

- Each week, there will be a MyLab Marketing assignment – see the schedule on p.6-7.
- Each assignment consists of a set of multiple choice questions (40 – 65 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.6-7).
- 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.

### **Case Studies (15%)**

- There are total of three case studies in this course.
- For each case study, there will be a series of 4-8 questions posted on Blackboard at least one week before the scheduled date.
- Each case study will require you to submit answers to the questions on Blackboard by the deadline listed on the schedule on p.6-7.
- No late submission will be accepted.

### **Grading Policy**

All the total points you earn will get converted to percent. Course grading scale is shown on the next page. All assignments should be completed and submitted as required to be eligible for a final passing grade. Incompletes will be dealt as per university polices 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	60%
MyLab Marketing Assignments	25%
Case Studies	15%

## Grading Scale

Course Grade	% Earned
A	$\geq 90\%$
B	$\geq 80\%$ but $< 90\%$
C	$\geq 70\%$ but $< 80\%$
D	$\geq 60\%$ but $< 70\%$
F	$< 60\%$

## Expectations

- An online course requires a great deal of organization and discipline on your part. The students who do well are those who are self-motivated, organized, and consistent in their daily work.
- Please email me ASAP if you're having any difficulty that hampers your progress in the course. Since I don't meet you face-to-face, I have no way of knowing about these, unless you reach out. If you have doubts or questions pertaining to the course, you can always email me.
- Make sure that the email listed in Blackboard is one you actually check. All announcements will be posted on Blackboard and sent via email. You are responsible for checking for updates and your emails for announcements.
- 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](mailto: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](https://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](mailto: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](https://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	Reading	MyLab Marketing Assignments / Exams	Case Study Assignments
1	Jan. 19 <sup>th</sup> (Tue)	Read your <a href="#">Syllabus</a> Chapter 1. Welcome to the World of Marketing	Register on MyLab Marketing with your UTEP email Work on MyLab Marketing Chapter 1 assignment Deadline: 11:59 PM, Sunday Jan. 31 <sup>st</sup>	Read the “Marketing Myopia” article and submit your responses to the questions on Blackboard Deadline: 11:59 PM, Sunday Jan. 31 <sup>st</sup>
2	Jan. 25 <sup>th</sup> (Mon)	Chapter 3. Strategic Market Planning	Work on MyLab Marketing Chapter 3 assignment Deadline: 11:59 PM, Sunday Jan. 31 <sup>st</sup>	
3	Feb. 1 <sup>st</sup>	Chapter 4. Market Research	Work on MyLab Marketing Chapter 4 assignment Deadline: 11:59 PM, Sunday Feb. 7 <sup>th</sup>	
4	Feb. 8 <sup>th</sup>	Chapter 5. Marketing Analytics	Work on MyLab Marketing Chapter 5 assignment Deadline: 11:59 PM, Sunday Feb. 14 <sup>th</sup>	
5	Feb. 15 <sup>th</sup>	<u>Exam 1 (Chapters 1, 3, 4, and 5) to be completed on Blackboard</u> Begins: 12:00 AM, Wednesday Feb. 17 <sup>th</sup> Ends: 11:59 PM, Wednesday Feb. 17 <sup>th</sup>		
6	Feb. 22 <sup>nd</sup>	Chapter 2. Global, Ethical, and Sustainable Marketing	Work on MyLab Marketing Chapter 2 assignment Deadline: 11:59 PM, Sunday Feb. 28 <sup>th</sup>	Read the “Heinz in Emerging Markets” article and submit your responses to the questions on Blackboard Deadline: 11:59 PM, Sunday Feb. 28 <sup>th</sup>
7	Mar. 1 <sup>st</sup>	Chapter 6. Understand Consumer and Business Markets	Work on MyLab Marketing Chapter 6 assignment Deadline: 11:59 PM, Sunday Mar. 7 <sup>th</sup>	
8	Mar. 8 <sup>th</sup>	Chapter 7. Segmentation, Target Marketing, and Positioning	Work on MyLab Marketing Chapter 7 assignment Deadline: 11:59 PM, Sunday Mar. 14 <sup>th</sup>	
	Mar. 15 <sup>th</sup>	Spring Recess—No Class		

<b>Week</b>	<b>Beginning</b>	<b>Reading</b>	<b>MyLab Marketing Assignments / Exams</b>	<b>Case Study Assignments</b>
9	Mar. 22 <sup>nd</sup>	Chapter 8. Product I	Work on MyLab Marketing Chapter 8 assignment Deadline: 11:59 PM, Sunday Mar. 28 <sup>th</sup>	
10	Mar. 29 <sup>th</sup>	<u>Exam 2 (Chapters 2, 6, 7, and 8) to be completed on Blackboard</u> Begins: 12:00 AM, Wednesday Mar. 31 <sup>st</sup> Ends: 11:59 PM, Wednesday Mar. 31 <sup>st</sup>		
11	Apr. 5 <sup>th</sup>	Chapter 9. Product II	Work on MyLab Marketing Chapter 9 assignment Deadline: 11:59 PM, Sunday Apr. 11 <sup>th</sup>	
12	Apr. 12 <sup>th</sup>	Chapter 10. Price	Work on MyLab Marketing Chapter 10 assignment Deadline: 11:59 PM, Sunday Apr. 18 <sup>th</sup>	Watch the two videos on Spirit Airlines and submit your responses to the questions on Blackboard Deadline: 11:59 PM, Sunday Apr. 18 <sup>th</sup>
13	Apr. 19 <sup>th</sup>	Chapter 11. Deliver the Goods	Work on MyLab Marketing Chapter 11 assignment Deadline: 11:59 PM, Sunday Apr. 25 <sup>th</sup>	
14	Apr. 26 <sup>th</sup>	Chapter 12. Deliver the Customer Experience	Work on MyLab Marketing Chapter 12 assignment Deadline: 11:59 PM, Sunday May 2 <sup>nd</sup>	
15	May 3 <sup>rd</sup>	Chapter 13. Promotion I	Work on MyLab Marketing Chapter 13 assignment Deadline: 11:59 PM, Sunday May 9 <sup>th</sup>	
16	May 10 <sup>th</sup>	<u>Exam 3 (Chapters 9, 10, 11, 12, and 13) to be completed on Blackboard</u> Begins: 12:00 AM, Wednesday May 12 <sup>th</sup> Ends: 11:59 PM, Wednesday May 12 <sup>th</sup>		

\* All times are Mountain Standard Time.