

School	The University of New Mexico Valencia Campus
Course	MKTG2110 – Principles of Marketing (<i>Note: Formerly MGMT 222 – Introduction to Marketing</i>)
Semester	Fall 2019
Class Time	Tuesdays and Thursdays 12:00PM-1:15PM
Room	Business and Technology Building (B120) & Business and Technology Building (B120)
Instructor	Dr. Stephen Edward Takach Ph.D. (<i>Strategic Management</i>), MBA (<i>International Management</i>), BBA (<i>Finance</i>)
Office	Business and Technology Building (B152) (<i>Instructor will likely be in this office or in classroom</i>)
Email	set@unm.edu (<i>Please only send email from your _____@unm.edu email account</i>)
Office Phone	505.925.8730 (<i>Please contact through email as office phone is rarely checked</i>)
Office Hours	Tuesdays and Thursdays 8:00AM-5:30PM (<i>please see office hours on B152 office door</i>)
Textbook	Main Text: MKTG, 11th ed., Lamb, Hair, & McDaniel (<i>ISBN-13: 9781337516662</i>) Supplemental Text: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur, George Black
Course Purpose	Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers.
Course Objectives	Students will learn about the four (4) P's of marketing and how they are utilized in the business environment. Based on successfully completing MKTG2110 students should be able to: 1. Describe the professional, ethical, and social responsibilities of marketers. 2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications. 3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix. 4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods. 5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage. 6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix. 7. Explain the importance of market research and information systems in supporting marketing decision-making. 8. Describe the dynamic environment(s) in which marketing decisions must be made.
Grading and Assignments	<p>Course grade will reflect student's exam performance, the completion of in-class exercises, out of class assignments, and an in-class presentation.</p> <p style="text-align: center;">Exams: 40% In-Class Exercises: 30% Out-of-Class Assignments: 25% In-Class Presentation: 5% A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5</p> <p>There will be four (4) in-class exams. (4 exams @ 10% per exam = 40%)</p> <p>There will be thirty (30) in-class exercises (ICE). These exercises will be completed in-class, during class time, and will be turned into the instructor at the end of the class session. These in-class exercises cannot be made-up. (30 in-class exercises @ 1.0% per in-class exercise = 30%)</p> <p>There will be twenty-five (25) out of class assignments (OCA). These assignments will require out of class notes on the topics contained within the chapter, will be completed individually by the student, will be turned into the instructor on the date indicated on the syllabus, will be <i>legibly hand written</i>, and will be limited to one single page front and back. Late work on these assignments will not be accepted. Emailed versions of these assignments will not be accepted. Students need to turn these assignments at the beginning of the class session and must remain in the classroom until dismissal to receive <i>full credit</i>. (25 out of class assignments @ 1.0% per out of class assignment = 25%)</p> <p>There will be one (1) in-class presentation. This presentation will be based on the out-of-class assignments and in-class exercises that are completed from Dear Mr. A. (1 presentation @ 5% per presentation = 5%)</p>
Make-Up Tests	Make-up tests will not be offered to students. Please ensure your attendance on the following test days: //(THUR 09-12-2019) // (TUES 10-15-2019) // (THUR 11-07-2019) // (TUES 12-10-2019) //
Attendance Policy	Students are required to attend class regularly. You must attend the class sessions, complete your in-class exercises, turn in your out of class assignments, and learn the material required for the exams. Please note <u>there is no way to make up a missed class session.</u> *Students missing more than five (5) class sessions will be dropped from the course.

UNM-Valencia Vision	“Excellence in teaching, learning, and service to our community”		
UNM Computer Lab Responsibility Statement	Use of computer labs on UNM properties is governed by “Policy 2500: Acceptable Computer Use” which can be found at http://policy.unm.edu/university-policies/2000/2500.html . Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges		
UNM Academic Dishonesty Policy	Having academic integrity is paramount to your success in any class. Plagiarism or cheating is not tolerated. Any instance of this will result in a grade of zero for that assignment. The link to the UNM Academic Dishonesty Policy: https://policy.unm.edu/regents-policies/section-4/4-8.html . The policy states: “Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. Academic Dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students. Any student judged to have engaged in academic dishonesty in course work may receive a reduced or failing grade for the work in question and/or for the course.		
UNM Title IX Statement	In an effort to meet obligations under Title IX: UNM faculty, Teaching Assistants, and Graduate Assistants are considered “responsible employees” by the Department of Education (see pg. 15 - http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf). This designation requires that any report of gender discrimination which includes sexual harassment, sexual misconduct and sexual violence made to a faculty member, TA, or GA must be reported to the Title IX Coordinator at the Office of Equal Opportunity (oeo.unm.edu). For more information on the campus policy regarding sexual misconduct, see: https://policy.unm.edu/university-policies/2000/2740.html		
UNM Students with Disabilities Statement	If you have a documented disability, the Equal Access Services office will provide me with a letter outlining your accommodations. I will then discuss the accommodations with you to determine the best learning environment. If you feel that you need accommodations, but have not documented your disability, please contact Stacie Kirtley, the coordinator for Equal Access Services at 925-8560 or skirtley@unm.edu .		
DAY/Date	ICE#	Topic Covered	OCA#/Description
TUES/Aug 20	ICE#01	Course Introduction (Syllabus/Handouts/Student Information Sheet)	OCA#01/Course Intro Notes
THUR / Aug 22	ICE#02	Chapter 1 (An Overview of Marketing)	OCA#02/Chapter 1 Notes
TUES / Aug 27	ICE#03	Chapter 2 (Strategic Planning for Competitive Advantage)	OCA#03/Chapter 2 Notes
THUR /Aug 29	ICE#04	Chapter 3 (Ethics and Social Responsibility)	OCA#04/Chapter 3 Notes
TUES / Sep 03	ICE#05	Chapter 4 (The Marketing Environment)	OCA#05/Chapter 4 Notes
THUR / Sep 05	ICE#06	Chapter 9 (Marketing Research)	OCA#06/Chapter 9 Notes
TUES / Sep 10	ICE#07	Test 1 Review	OCA#07/T1 Notes
THUR / Sep 12	ICE#08	Test 1 (Chapters 1,2,3,4,9 and Lecture)	NONE/Test 1 – 12:00PM
TUES / Sep 17	ICE#09	Test 1 Debriefing	OCA#08/T1 Debriefing Notes
THUR / Sep 19	ICE# 10	Chapter 6 (Consumer Decision Making)	OCA#09/Chapter 6 Notes
TUES / Sep 24	ICE# 11	Chapter 7 (Business Marketing)	OCA#10/Chapter 7 Notes
*THUR/ Sep 27	ICE# 12	*NOTE: Online Only (i.e., No In-Person Class) – Chapter 8 (Segment/Targeting)	OCA#11/Chapter 8 Notes
TUES / Oct 01	ICE# 13	Chapter 18 (Social Media and Marketing)	OCA#12/Chapter 18 Notes
THUR / Oct 03	ICE# 14	Dear Mr. A – In-Class Session (16 DMA Exercises = DUE TODAY)	NONE/ DMA Exercises (16)
*TUES / Oct 08	ICE# 15	*NOTE: Online Only (i.e., No In-Person Class) – Test 2 Review	OCA#13/T2 Notes
THUR / Oct 10	NONE	NO CLASS – UNM Fall Break – NO CLASS	NONE/NO CLASS
TUES / Oct 15	ICE# 16	Test 2 (Chapters 6,7,8,18, and Lecture)	Test 2 – 12:00PM
THUR / Oct 17	ICE# 17	Test 2 Debriefing	OCA#14/T2 Debriefing Notes
TUES / Oct 22	ICE# 18	Chapter 10 (Product Concepts)	OCA#15/Chapter 10 Notes
THUR / Oct 24	ICE# 19	Chapter 11 (Developing and Managing Products)	OCA#16/Chapter 11 Notes
TUES / Oct 29	ICE#20	Chapter 12 (Services and Nonprofit Organization Marketing)	OCA#17/Chapter 12 Notes
THUR / Oct 31	ICE#21	Chapter 19 (Pricing Concepts)	OCA#18/Chapter 19 Notes
TUES / Nov 05	ICE#22	Test 3 Review	OCA#19/T3 Notes
THUR / Nov 07	ICE#23	Test 3 (Chapters 10,11,12,19, and Lecture)	Test 3 – 12:00PM
TUES / Nov 12	ICE#24	Test 3 Debriefing	OCA#20/T3 Debriefing Notes
THUR / Nov 14	ICE#25	Chapter 13 (Supply Chain Management and Marketing Channels)	OCA#21/Chapter 13 Notes
TUES / Nov 19	ICE#26	Chapter 14 (Retailing)	OCA#22/Chapter 14 Notes
THUR / Nov 21	ICE#27	Chapter 15 (Marketing Communications)	OCA#23/Chapter 15 Notes
*TUES / Nov 26	ICE#28	*NOTE: Online Only (i.e., No In-Person Class) – Ch. 16 (Adv, PR, Sales Promo)	OCA#24/Chapter 16 Notes
THUR / Nov 28	NONE	NO CLASS – UNM Thanksgiving Break – NO CLASS	NONE/NO CLASS
TUES / Dec 03	ICE#29	Dear Mr. A – 3 Minute In-Person NL Nav Presentation	DMA Next Level Navigator
*THUR / Dec 05	ICE#30	*NOTE: Online Only (i.e., No In-Person Class) – Ch. 17 (Personal Sell/Sales Mgt.)	OCA#25/Chapter 17 Notes
TUES / Dec 10	NONE	Test 4 (Chapters 13,14,15,16,17, and Lecture)	Test 4 – 12:00PM
THUR / Dec 12	NONE	NO CLASS – UNM Finals Week – NO CLASS	NONE/NO CLASS

Note: Fall 2019 Deadline Dates: Last day to ADD/CHANGE = Aug 30th, 2019 // Last day to DROP without Dean's Permission = Nov 8th, 2019
[Hyperlink to Deadline Dates](#) Last day to DROP w/o “W” = Sep 6th, 2019 // Last day to DROP with Dean's Permission and form = Dec 6th, 2019