



MKTG2110: Principles of Marketing

Fall 2020

Stephen E. Takach, Ph.D.

set@unm.edu / (505) 925-8500

Office: BIT Building Rm. B152

Office Hours: Tuesday 7:00am – 9:00am* & 3:00pm – 6:00pm*

(*online) (and by appointment)

Course Credit Hours: Three (3)

Class Remote Meeting Time: Tuesday 10:30am – 11:45am

COURSE DESCRIPTION

This course introduces students to 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 Goals:

Students will learn about the four (4) P's of marketing and how they are utilized in the business environment.

Student Learning Outcomes/Course Objectives

The following are the objectives for the course. Each week will have specific learning objectives listed on the Overview Page. The activities in that module (i.e.: In-Class Exercises (ICEs) and Out-Of-Class Assignments (OCAs), and assessments) are developed so that you can demonstrate you have met these objectives:

- Identify the unique role of the product in the marketing mix
- Demonstrate a basic vocabulary in surrounding marketing studies
- Recognize and identify the specific formal elements that make up a marketing mix
- Interpret and analyze how formal elements contribute to the operation a marketing endeavor

Prerequisites and Co-requisites

None

Specific Course Requirements (If Applicable)

Attendance and participation are necessary for successful completion of the course.

TECHNICAL SKILLS

In order to participate and succeed in this class, you will need to be able to perform the following basic technical tasks:

- Use UNM Learn (help documentation located in "How to Use Learn" link on left course menu, and also at [Online Student Documentation](#)). Also, UNM-Valencia provides a Blackboard Learn Jumpstart self-learning module to give you practice with the most commonly used tools in UNM Learn. Ask your instructor if you do not see the UNM-Valencia Blackboard Learn Jumpstart in your list of classes in UNM Learn.
- Use email – including attaching files, opening files, downloading attachments
- Copy and paste within applications including Microsoft Office
- Open a hyperlink (i.e., click on a hyperlink to access a website or online resource)
- Use Microsoft Office applications
 - Create, download, update, save and upload MS Word documents
 - Create, download, update, save and upload MS PowerPoint presentations
 - Create, download, update, save and upload MS Excel spreadsheets
 - Download, annotate, save and upload PDF files
 - Access MS Teams
- Use the in-course web conferencing tool (Collaborate Web Conferencing software in UNM Learn) or use Zoom or other web conferencing tool
- Download and install an application or plug in – required for participating in web conferencing sessions
- Use video capture and video upload software (i.e., YouTube.com, "My Media" in UNM Learn)

TECHNICAL REQUIREMENTS

Computer

- A high-speed Internet connection is highly recommended.
- Supported browsers include: [Detailed Supported Browsers and Operating Systems](#)
- Any computer capable of running a recently updated web browser should be sufficient to access your online course. However, bear in mind that processor speed, amount of RAM and Internet connection speed can *greatly* affect performance.
- For the best experience when using the Kaltura Media Tools inside UNM Learn, be sure to use a [supported browser](#) on a desktop.
- Microsoft Office products are available free for all UNM students (more information on the [UNM IT Software Distribution and Downloads page](#))
- Please update your contact information in LoboWeb: [MyUNM Login](#). When you log into MyUNM, Enter LoboWeb. Click on the Personal Information link to make sure your contact information is up to date.

Web Conferencing

Web conferencing will be used in this course during the following times and dates:

Tuesdays 12:00pm – 1:15pm

For the online sessions, you will need:

- *A computer with built in speakers and microphone or a USB headset with microphone. Headsets are widely available at stores that sell electronics, at the UNM Bookstore or online.*
- *A high-speed internet connection is highly recommended for these sessions. A wireless Internet connection may be used if successfully tested for audio quality prior to web conferencing.*
- *You should also dress as you would when attending an in-person class, even if you do not turn on your video camera.*

Technical Support

- For UNM Learn Technical Support: (505) 277-0857 (24/7) or use the “Create a Tech Support Ticket” link in your course.
- For UNM-Valencia IT Support: (505)925-8911
- For UNM Web Conference Technical Help: (505) 277-0857

TEXTBOOK AND SUPPLEMENTAL MATERIALS

Required Textbooks:

Primary Required Text: MKTG, 11th ed., Lamb, Hair, & McDaniel (ISBN-13: 9781337516662)

Secondary Required Text: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur, George Black (ISBN-13: 9780999574607) *(Note: This book is also available under an alternate title and either title is suitable for the purposes of this class...alternate title = The Next Level Entrepreneur, George Black (ISBN-13: 9780999574621)*

COURSEWORK AND PARTICIPATION

Instructor Response Time

I routinely check my @UNM.edu address (set@unm.edu) for emails, Monday (8 am) – Friday (12 pm) and sometimes on the weekend. You can anticipate a 24 to 48 hour response from me, Monday – Thursday. I will try and respond to all weekend (Friday afternoon to Sunday) emails by noon on Monday or earlier.

Procedures for Completing Coursework

"Students are required to attend this class regularly. Just as with any college course attendance means showing up for class and participating in the exercises for the specific class session. In order to be counted as attending a class session, students

must participate in all of the required coursework for the week and complete all submissions by 11:59pm (MST) of the Sunday ending the week”

- *Policy for Missed or Late Work:*
 - *Students are required to attend class regularly.*
 - *You must attend the class sessions, complete your in-class exercises (ICEs), turn in your out-of-class assignments (OCAs), and learn the material required for the exams.*
 - *Please note there is no way to make up a missed class session.*
 - *Please note make-up tests will not be offered to students so please ensure your attendance on the noted test days.*
 - *Please note tests will require a pre-arranged and approved proctor*
- *Difficulty Meeting a Deadline Statement:*
 - *If you anticipate a difficulty meeting a deadline, please notify me via email two weeks prior to the deadline via email to set@unm.edu*
- *Submitting Work Online Statement:*
 - *All written work needs to be submitted online via Blackboard Learn*
 - *If you have a difficulty using a tool to complete work:*
 - *Use the “Create a Tech Support Ticket” link in the Course Menu immediately*
 - *Notify me via email to set@unm.edu*

Course Schedule

The course schedule lists all relevant due dates – academic holidays, Spring/Fall break, readings, assignments, projects, exams etc. Please see the end of the syllabus for the course schedule.

Expectations for Participation

- *Time required (9-12 hours per week)*
- *Students are expected to:*
 - *Participate in weekly remote-class session*
 - *Navigate in Blackboard Learn*
 - *Communicate with one another in team projects*
 - *Keep abreast of course announcements via email and Blackboard Learn*
 - *Use their @unm.edu email as opposed to a personal email address*
 - *Keep instructor informed of class related problems, or problems that may prevent the student from full participation*
 - *Address technical problems immediately*
 - *Observe course netiquette at all times (see Netiquette below)*

Netiquette

- *Participate*
 - *In the online environment it is not enough to just show up, myself and your classmates need to “hear” your voice and “feel” your presence*
- *Be persistent*
 - *If you run into any difficulties, contact myself or the proper support services immediately*
- *Share tips, helps, and questions*
 - *Online courses can be a new experience for many, so please share any and all questions, solutions, and anything that may help us together*
- *Remember that derogatory comments are inappropriate*
 - *Please see this [Netiquette document](#) from UNM for additional information*

NOTES TO STUDENTS ABOUT PARTICIPATION IN A COURSE USING UNM LEARN:

Tracking Course Activity

UNM Learn automatically records all students' activities including: your first and last access to the course, the pages you have accessed, the number of discussion messages you have read and sent, web conferencing, discussion text, and posted discussion topics. This data can be accessed by the instructor to evaluate class participation and to identify students having difficulty

Submitting Assignments

When you submit an assignment via UNM Learn, you will receive an email receipt of your submission from *do-not-reply@learn.unm.edu*. Save this email as confirmation of your submission.

GRADING PROCEDURES

How Grades Are Reflective of Expected Learning Objectives:

Course grade will be based on the sum of all possible points and reflect student's exam performance, the completion of in-class exercises (ICEs), out-of-class assignments (OCAs), a slidedeck presentation, and pitch competition submission. Students will showcase their ability to identify key functions of management, demonstrate a basic vocabulary in business management, recognize and identify the specific formal elements that make up a business, and interpret and analyze how formal elements contribute to the operation of a business through their coursework, presentations, and exam performance. Students can expect a grading response time of 10 business days on all submitted coursework, presentations, and exams.

Exams:	40%
In-Class Exercises (ICEs):	30%

Out-of-Class Assignments (OCAs):	15%
Slidedeck Presentation:	10%
Pitch Competition Submission:	5%

Grading Policy, Point Breakdown:

There will be four (4) in-class exams.
(4 exams @ 10% per exam = 40%)

There will be thirty (30) in-class exercises (ICEs).
(30 in-class exercises @ 1.0% per in-class exercise = 30%)

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. "In-Class Exercises" (ICE) are required so that you will be able to complete exercises that are very similar to if you were enrolled in a traditional face-to-face course offering.

There will be thirty (30) out-of-class assignments (OCAs).
(30 out-of-class assignments @ 0.50% per out of class assignment = 15%)

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 legibly hand written, 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 full credit.

There will be one (1) Slidedeck Presentation.
(1 presentation @ 10% per presentation = 10%)

This presentation will be based on the out-of-class assignments (OCAs) and in-class exercises (ICEs) that are completed from the course secondary required text Dear Mr. A (aka The Next Level Entrepreneur)

There will be one (1) pitch competition submission.
(1 pitch competition submission @ 5% per submission = 5%)

This submission will be based on the out-of-class assignments (OCAs) and in-class exercises (ICEs) that are completed from the course secondary required text Dear Mr. A (aka The Next Level Entrepreneur)

Grading Scale

Final grades will be based on the sum of all possible course points as noted above.

Grade	
90 -100	A
80 -89.5	B
70 -79.5	C
60 -69.5	D
< 59.5	F

UNM POLICIES

Equal Opportunity and Non-Discrimination

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). 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](#).

[Read more about campus policy regarding sexual misconduct.](#)

Copyright Issues

All materials in this course fall under copyright laws and should not be downloaded, distributed, or used by students for any purpose outside this course.

[The UNM Copyright Guide](#) has additional helpful information on this topic.

Accessibility and Accommodations

The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodations of their disabilities. If you have a disability requiring accommodation, please contact:

- [UNM-Valencia Student Services](#) if you are a Valencia campus student. The phone number is 505-925-8560
- [UNM Accessibility Resource Center](#) in 2021 Mesa Vista Hall if you are a main campus student. The phone number is 505-277-3506.

Information about your disability is confidential and your instructor cannot refer you for accommodations. Be aware that you will need to provide documentation. If you need assistance in obtaining documentation, the offices above can assist you.

Accessibility Statements

[Blackboard's Accessibility statement](#)

[Microsoft's Accessibility statement](#)

Include links to accessibility statements for all other technologies included in the course.

Academic Integrity

You should be familiar with UNM's [Policy on Academic Dishonesty](#) and the [Student Code of Conduct](#) which outline academic misconduct defined as plagiarism, cheating, fabrication, or facilitating any such act.

Drop Policy:

Students missing more than three (3) class sessions will be dropped from the course.

UNM Policies: This course falls under all UNM policies for last day to drop courses, etc. Please see or the UNM Course Catalog for information on UNM services and policies. Please see the UNM academic calendar for course dates, the last day to drop courses without penalty, and for financial disenrollment dates.

UNM RESOURCES

- [UNM Valencia Campus Tutoring Services](#)
- [UNM Main Campus CAPS Tutoring Services](#)
- [UNM-Valencia Library](#)
- [UNM Libraries](#)
- [“Life” Resources available to UNM-Valencia Students](#)
- [Student Health & Counseling \(SHAC\) Online Services](#)

FOR MILITARY-CONNECTED STUDENTS

There are resources on campus designed to help you succeed. You can approach any faculty or staff for help with any issues you may encounter. Many faculty and staff have completed the GREEN ZONE training to learn about the unique challenges facing military-connected students. If you feel that you need help beyond what faculty and/or staff can give you, please reach out to the Veterans Resource Center on main campus at 505-277-3181, or by email at vrc@unm.edu. The Veterans Coordinator at UNM-Valencia is in the Student Services Office, at 505-925-8560.

SEMESTER DEADLINES (UNM DEADLINES)

Fall 2020 – 16-week classes

- Monday, August 17: First day of class, classes available in Blackboard Learn
- Friday, August 28, by 5:00 PM: Last day to add a class or to change credit hours or grade mode in LoboWEB.
- Friday, September 4: Last day to drop without “W” grade and with 100% refund on LoboWEB
- Monday, September 7: LABOR DAY HOLIDAY
- Wednesday, October 7: FALL BREAK
- Tuesday, November 3: Election Day, no classes
- Friday, November 6: Last day to drop *without* Dean’s permission on LoboWEB. Will receive “W” grade and will be responsible for tuition for the course.
- November 26-29: THANKSGIVING BREAK
- November 30 – December 4: All classes will convert to remote instruction if not already remote
- Friday, December 4: Last day to add sections and/or change credit hours with form, last day to drop *with* Dean’s permission. Will receive “W” grade and will be responsible for tuition for the course.
- December 7-12: Finals week. All final exams given remotely.

COURSE SCHEDULE

Fall 2020

Dates	Schedule	Readings
<u>Week 1</u>	<i>Week 1 Learning Module</i> <ul style="list-style-type: none">• <i>Welcome!</i>• <i>Intro to UNM Learn</i>• <i>Meet the Instructor</i>• <i>Meeting Mr. A</i>• <i>Syllabus/Schedule</i><ul style="list-style-type: none">○ <i>Intro to ICEs</i>○ <i>Intro to OCAs</i>○ <i>Course Intro Notes</i>○ <i>Student Info Sheet</i>	<i>From the Dear Mr. A Text:</i> Pages 1 – 153 <ul style="list-style-type: none">• #1 – The Dream Scale• #2 – Finding Lost Dreams• #3 – Patterns to Disappointments• #4 – Discovering Your Authenticity• #5 – Your Entrepreneurial Bent• #6 – A Creative Disruption• #7 – Envision Exercise• #8 – Envision Sentence• #9 – Guiding Principles• #10 – Your Promise
<u>Week 2</u>	<i>Week 2 Learning Module</i> <ul style="list-style-type: none">• <i>Finalizing Mr. A</i>• <i>OCAs:</i><ul style="list-style-type: none">○ <i>OCA 1 due</i>○ <i>OCA 2 due</i>○ <i>OCA 3 due</i>○ <i>OCA 4 due</i>• <i>ICEs:</i><ul style="list-style-type: none">○ <i>ICE 1 due</i>○ <i>ICE 2 due</i>○ <i>ICE 3 due</i>○ <i>ICE 4 due</i>	<i>From the Dear Mr. A Text:</i> Pages 154 – 222 <ul style="list-style-type: none">• #11 – Next Level Description• #12 – Next Level Sentence• #13 – Success Barriers• #14 – Barriers with Strategies• #15 – Refined Strategies• #16 – The Next Level Navigator

<p><u>Week 3</u></p>	<p><i>Week 3 Learning Module</i></p> <ul style="list-style-type: none"> • <i>Chapter 1 Discussion:</i> <ul style="list-style-type: none"> ○ <i>What is Marketing</i> ○ <i>Marketing Management Philosophies</i> ○ <i>Sales vs. Marketing Orientation</i> ○ <i>Customer Value/Satisfaction</i> ○ <i>Why Study Marketing</i> • <i>Chapter 2 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Strategic Planning's Importance</i> ○ <i>Strategic Business Units (SBUs)</i> ○ <i>Identifying Strategic Alternatives</i> ○ <i>Marketing Plan Elements</i> ○ <i>Marketing Plan Objectives</i> ○ <i>Marketing Plan Audit</i> • <i>Chapter 3 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Determining "Civil" Society</i> ○ <i>Explaining Ethical Behavior</i> ○ <i>Corporate Social Responsibility (CSR)</i> ○ <i>Cause-Related Marketing</i> ○ • <i>OCA's:</i> <ul style="list-style-type: none"> ○ <i>OCA 5 due</i> ○ <i>OCA 6 due</i> • <i>ICE's:</i> <ul style="list-style-type: none"> ○ <i>ICE 5 due</i> ○ <i>ICE 6 due</i> 	<p><u>Chapter 1:</u> An Overview of Marketing</p> <p><u>Chapter 2:</u> Strategic Planning for Competitive Advantage</p> <p><u>Chapter 3:</u> Ethics and Social Responsibility</p>
-----------------------------	---	--

<p><u>Week 4</u></p>	<p>Week 4 Learning Module</p> <ul style="list-style-type: none"> • Chapter 4 Discussion: <ul style="list-style-type: none"> ○ <i>External Marketing Environment (LISTEN-C)</i> ○ <i>Important Legal-Political Factors</i> ○ <i>Important International Factors</i> ○ <i>Important Sociocultural Factors</i> ○ <i>Important Technologic Factors</i> ○ <i>Important Economic Factors</i> ○ <i>Important Natural Factors</i> ○ <i>Important Competitive Factors</i> • Chapter 9 Discussion: <ul style="list-style-type: none"> ○ <i>Marketing Research Role</i> ○ <i>Marketing Research Steps</i> ○ <i>Internet Marketing Research</i> ○ <i>Mobile Marketing Research</i> ○ <i>Scanner Marketing Research</i> ○ <i>Marketing Research Timing</i> ○ <i>Competitive Intelligence Role</i> • OCA's: <ul style="list-style-type: none"> ○ <i>OCA 7 due</i> ○ <i>OCA 8 due</i> • ICE's: <ul style="list-style-type: none"> ○ <i>ICE 7 due</i> ○ <i>ICE 8 due</i> 	<p><u>Chapter 4:</u> The Marketing Environment</p> <p><u>Chapter 9:</u> Marketing Research</p>
-----------------------------	--	--

<u>Week 5</u>	Week 5 Learning Module <ul style="list-style-type: none">• TEST #1<ul style="list-style-type: none">○ Covering Chapters 1, 2, 3, 4, 9, and Lecture)○ Date: Tuesday, September 15th, 2020○ Time: 12:00pm – 1:15pm• Test #1 Debriefing Discussion<ul style="list-style-type: none">• OCAs:<ul style="list-style-type: none">○ OCA 9 due○ OCA 10 due• ICEs:<ul style="list-style-type: none">○ ICE 9 due○ ICE 10 due	
----------------------	---	--

<p><u>Week 6</u></p>	<p>Week 6 Learning Module</p> <ul style="list-style-type: none"> • <i>Chapter 6 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Understanding Consumer Behavior</i> ○ <i>Consumer Decision-Making Process</i> ○ <i>Consumer Post-Purchase Evaluation</i> ○ <i>Buying Decision Types</i> ○ <i>Cultural Influence Factors</i> ○ <i>Social Influence Factors</i> ○ <i>Individual Influence Factors</i> ○ <i>Psychological Influence Factors</i> • <i>Chapter 7 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Business Marketing/Markets</i> ○ <i>B2B Internet Marketing</i> ○ <i>Strategic Business Alliances</i> ○ <i>Business Buying Behavior</i> ○ <i>Make-Buy Decision</i> • <i>OCA's:</i> <ul style="list-style-type: none"> ○ <i>OCA 11 due</i> ○ <i>OCA 12 due</i> • <i>ICE's:</i> <ul style="list-style-type: none"> ○ <i>ICE 11 due</i> ○ <i>ICE 12 due</i> 	<p><u>Chapter 6:</u> Consumer Decision Making</p> <p><u>Chapter 7:</u> Business Marketing</p>
-----------------------------	---	---

<p><u>Week 7</u></p>	<p><i>Week 7 Learning Module</i></p> <ul style="list-style-type: none"> • <i>Chapter 8 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Markets/Market Segments</i> ○ <i>Successful Market Segmentation</i> ○ <i>Segmenting Consumer Markets</i> ○ <i>Segmenting Business Markets</i> ○ <i>Market Segmentation Steps</i> ○ <i>Target Market Selection</i> ○ <i>Positioning/Positioning Bases</i> • <i>Chapter 18 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Social-Media's Marketing Use</i> ○ <i>Creating Social-Media Campaigns</i> ○ <i>Social-Media Objectives</i> ○ <i>Social-Media Evaluation/Measurement</i> ○ <i>Social-Media Metrics</i> ○ <i>Social-Media Tools</i> ○ <i>Social-Media User Categories</i> • <i>OCA's:</i> <ul style="list-style-type: none"> ○ <i>OCA 13 due</i> ○ <i>OCA 14 due</i> • <i>ICE's:</i> <ul style="list-style-type: none"> ○ <i>ICE 13 due</i> ○ <i>ICE 14 due</i> 	<p><u>Chapter 8:</u> Segmenting and Targeting Markets</p> <p><u>Chapter 18:</u> Social Media and Marketing</p>
-----------------------------	--	--

<u>Week 8</u>	<i>Week 8 Learning Module</i> <ul style="list-style-type: none">• <i>TEST #2</i><ul style="list-style-type: none">○ <i>Covering Chapters 6, 7, 8, 18, and Lecture)</i>○ <i>Date: Tuesday, October 6th, 2020</i>○ <i>Time: 12:00pm – 1:15pm</i>• <i>Test #2 Debriefing Discussion</i><ul style="list-style-type: none">• <i>OCA:</i><ul style="list-style-type: none">○ <i>OCA 15 due</i>○ <i>OCA 16 due</i>• <i>ICE:</i><ul style="list-style-type: none">○ <i>ICE 15 due</i>○ <i>ICE 16 due</i>	
----------------------	--	--

<p><u>Week 9</u></p>	<p>Week 9 Learning Module</p> <ul style="list-style-type: none"> • Chapter 10 Discussion: <ul style="list-style-type: none"> ○ <i>What is a product item?</i> ○ <i>What is a product line?</i> ○ <i>What is a product mix?</i> ○ <i>How can a firm deepen a product line?</i> ○ <i>How can a firm widen a product mix?</i> ○ <i>What are the branding practices YOU would use for your business?</i> ○ <i>How important are packaging and labeling to a product that would be sold by a firm that YOU start?</i> ○ <i>Would YOU like to have a business with a wide/narrow product mix and deep/shallow product lines?</i> • Chapter 11 Discussion: <ul style="list-style-type: none"> ○ <i>Why is it important for firms to offer new products?</i> ○ <i>What are the six (6) different ways that new products can be classified?</i> ○ <i>Who can generate new product ideas (i.e., within the company/outside of the company)?</i> ○ <i>Describe how product idea, viability check, test marketing, commercialization all go in a flow?</i> ○ <i>What is one product that YOU know has failed?</i> ○ <i>What is one product that YOU thought would fail, but it is still around?</i> ○ <i>How can we develop products for markets around the globe?</i> ○ <i>Describe the product life cycle (i.e., introduction to growth to maturity to decline)</i> • OCA's: <ul style="list-style-type: none"> ○ <i>OCA 17 due</i> ○ <i>OCA 18 due</i> • ICE's: <ul style="list-style-type: none"> ○ <i>ICE 17 due</i> ○ <i>ICE 18 due</i> 	<p><u>Chapter 10:</u> Product Concepts</p> <p><u>Chapter 11:</u> Developing and Managing Products</p>
-----------------------------	--	---

<p><u>Week 10</u></p>	<p><u>Week 10 Learning Module</u></p> <ul style="list-style-type: none"> • Chapter 12 Discussion: <ul style="list-style-type: none"> ○ <i>The “service sector’s” importance to the US economy</i> ○ <i>Characteristics that distinguish services from products</i> ○ <i>Components of service quality</i> ○ <i>Elements of a “service” strategy</i> ○ <i>Relationship marketing in services</i> ○ <i>Nonprofit organizations to pursue goals other than profit</i> • Chapter 19 Discussion: <ul style="list-style-type: none"> ○ <i>Price (one thing to consumers and another thing to businesses)</i> ○ <i>Classifications of pricing objectives</i> ○ <i>Determinants of price</i> ○ <i>Ways to help others understand how demand is related to price and what elasticity of demand is all about?</i> ○ <i>Ways to help others understand how cost is related to price and what markup pricing and conducting break-even analysis all about?</i> ○ <i>Ways to help somebody understand how the price of a product normally changes as it moves through the product life cycle (PLC)</i> ○ <i>Dynamic pricing is and when it is used</i> ○ <i>How government regulations place constraints on pricing decisions</i> ○ <i>Unfair trade practices</i> ○ <i>How pricing tactics can be used to fine-tune a base price</i> • OCA: <ul style="list-style-type: none"> ○ <i>OCA 19 due</i> ○ <i>OCA 20 due</i> • ICE: <ul style="list-style-type: none"> ○ <i>ICE 19 due</i> ○ <i>ICE 20 due</i> 	<p><u>Chapter 12:</u> Services and Nonprofit Organization Marketing</p> <p><u>Chapter 19:</u> Pricing Concepts</p>
------------------------------	--	--

<u>Week 11</u>	Week 11 Learning Module <ul style="list-style-type: none">• TEST #3<ul style="list-style-type: none">○ Covering Chapters 10, 11, 12, 19, and Lecture)○ Date: Tuesday, October 27th, 2020○ Time: 12:00pm – 1:15pm• Test #3 Debriefing Discussion<ul style="list-style-type: none">• OCAs:<ul style="list-style-type: none">○ OCA 21 due○ OCA 22 due• ICEs:<ul style="list-style-type: none">○ ICE 21 due○ ICE 22 due	
-----------------------	---	--

<p><u>Week 12</u></p> <p><i>**NOTE: Our Week 12 discussion will occur on Thursday, November 5th, 2020 (12:00pm – 1:15pm) due to UNM-Valencia not holding classes on Tuesday, November 3rd, 2020 (Election Day)**</i></p>	<p><u>Week 12 Learning Module</u></p> <ul style="list-style-type: none"> • Chapter 13 Discussion <ul style="list-style-type: none"> ○ <i>What is the supply chain and supply chain management</i> ○ <i>Benefits of supply chain management</i> ○ <i>Elements of internal supply chain integration</i> ○ <i>Elements of external supply chain integration</i> ○ <i>Processes of excellent supply chain management</i> ○ <i>Sustainable supply chain management</i> ○ <i>Importance of marketing channels and market intermediaries</i> ○ <i>Differences in channel structures and strategies</i> • Chapter 14 Discussion: <ul style="list-style-type: none"> ○ <i>Importance of retailers to the US economy</i> ○ <i>Different types of retailers</i> ○ <i>Advantages of nonstore retailing</i> ○ <i>Differences in retail operations models</i> ○ <i>Retail marketing strategies development and execution</i> ○ <i>Differences between services retailing and goods retailing</i> ○ <i>Current trends related to customer data, analytics, and technology</i> • OCA's: <ul style="list-style-type: none"> ○ <i>OCA 23 due</i> ○ <i>OCA 24 due</i> • ICE's: <ul style="list-style-type: none"> ○ <i>ICE 23 due</i> ○ <i>ICE 24 due</i> 	<p><u>Chapter 13:</u> Supply Chain Management and Marketing Channels</p> <p><u>Chapter 14:</u> Retailing</p>
---	--	--

<p><u>Week 13</u></p>	<p>Week 13 Learning Module</p> <ul style="list-style-type: none"> • Chapter 15 Discussion: <ul style="list-style-type: none"> ○ <i>What is the role of promotion in the marketing mix</i> ○ <i>The steps in the communication process</i> ○ <i>The goals and tasks of promotion</i> ○ <i>The elements of the promotional mix</i> ○ <i>The AIDA (Attention, Interest, Desire, Action) concept</i> ○ <i>Importance of integrated marketing communications (IMC)</i> • Chapter 16 Discussion: <ul style="list-style-type: none"> ○ <i>The effects of advertising on market share and consumers</i> ○ <i>Major types of advertising</i> ○ <i>Creative decisions in developing an advertising campaign</i> ○ <i>Importance of media evaluation and selection techniques</i> ○ <i>The role of public relations in the promotional mix</i> ○ <i>The objectives of sales promotion</i> • OCA's: <ul style="list-style-type: none"> ○ <i>OCA 25 due</i> ○ <i>OCA 26 due</i> • ICE's: <ul style="list-style-type: none"> ○ <i>ICE 25 due</i> ○ <i>ICE 26 due</i> 	<p><u>Chapter 15:</u> Marketing Communications</p> <p><u>Chapter 16:</u> Advertising, Public Relations, and Sales Promotion</p>
------------------------------	---	---

<p><u>Week 14</u></p>	<p>Week 14 Learning Module</p> <ul style="list-style-type: none"> • <i>Chapter 17 Discussion:</i> <ul style="list-style-type: none"> ○ <i>Elements of the sales environment</i> ○ <i>Importance of personal selling</i> ○ <i>Key differences between relationship selling and traditional selling</i> ○ <i>The basic steps in the selling process</i> ○ <i>Big responsibilities of sales management</i> ○ <i>Customer relationship management (CRM) in the selling process</i> • <i>Pitch Competition Discussion:</i> <ul style="list-style-type: none"> ○ <i>What is the Pitch Competition</i> ○ <i>Why is Communication Important for Pitching</i> ○ <i>Why are Listening Practices important for Pitching</i> ○ <i>Why are Networks and Networking Important for Pitching</i> ○ <i>Why is Written Communication important for Pitching</i> • <i>OCA's:</i> <ul style="list-style-type: none"> ○ <i>OCA 27 due</i> ○ <i>OCA 28 due</i> • <i>ICE's:</i> <ul style="list-style-type: none"> ○ <i>ICE 27 due</i> ○ <i>ICE 28 due</i> 	<p><u>Chapter 17:</u> Personal Selling and Sales Management</p> <p><u>Handout:</u> The Pitch Competition How-to's of Successful Submission</p>
------------------------------	---	--

<p><u>Week 15</u></p> <p><i>**NOTE: There will not be a "formal" Week 15 discussion held due to UNM-Valencia's Thanksgiving Break...please stay safe if travelling and reach out to me if needed**</i></p>	<p><u>Week 15 Learning Module</u></p> <ul style="list-style-type: none"> • <i>Tackling the Slidedeck Presentation</i> <ul style="list-style-type: none"> ○ <i>Look over the handouts so that you can be ready to finalize and submit your "Slidedeck Presentation next week!"</i> 	<p><u>Handout:</u> Finalizing the Slidedeck Presentation</p> <p><u>Handout:</u> Slidedeck Presentation Template and Definitions</p>
---	---	---

<p><u>Week 16</u></p>	<p>Week 16 Learning Module</p> <ul style="list-style-type: none"> • <i>Finalizing the Slidedeck Presentation</i> <ul style="list-style-type: none"> ○ <i>Answering the Twelve (12) Big Questions</i> ○ <i>Preparing the PowerPoint Slidedeck</i> ○ <i>Preparing the Executive Summary</i> ○ <i>Preparing the Video Presentation</i> ○ <i>Preparing the Question & Answer Session</i> • <i>OCA's:</i> <ul style="list-style-type: none"> ○ <i>OCA 29 due</i> ○ <i>OCA 30 due</i> • <i>ICE's:</i> <ul style="list-style-type: none"> ○ <i>ICE 29 due</i> ○ <i>ICE 30 due</i> 	<p><u>No additional readings:</u></p> <p><i>This week please focus on the following two (2) items of importance:</i></p> <p>Primary Focus = Submitting your Slidedeck Presentation</p> <p>Secondary Focus = Crafting your Test #4 Study Guide</p>
------------------------------	--	--

<p><u>Remote Exam Week</u> <i>**Note: Remote Exam Week = No In-Person Exams**</i></p>	<p><i>Remote Exam Week</i></p> <ul style="list-style-type: none"> • TEST #4 <ul style="list-style-type: none"> ○ Covering Chapters 13, 14, 15, 16, 17, and Lecture) ○ Testing Window: <ul style="list-style-type: none"> ▪ Opens: Tuesday, December 8th, 2020 at 8:00AM (MST) ▪ Closes: Thursday, December 10th, 2020 at 5:00pm (MST) 	<p><u>No additional readings:</u></p> <p><i>This week please ensure you submit your remote exam (Test #4) by the closing date and time of the “testing window” (i.e., Thursday, December 10th, 2020 at 5:00pm (MST))</i></p>
---	---	--