



MKTG 2110 – Principles of Marketing

Instructor Information

Contact Information

Name: Cheryl L. Bernier
E-Mail: cbernier@unm.edu

Office No.: online
Office Hours: Mondays: 8:00-9:00 pm and by appt.
(Online)

Preferred Methods of Contact: **Homework or Grade Questions:** Use UNM email

Instructor Response Time

Communication

I routinely check Canvas for postings or messages, Monday – Friday and sometimes on the weekend. You can anticipate a 24-hour response from me, Monday – Friday.

Grading

Grades for all assignments will be posted within 7 days after the due date of the assignment. There will be a 20% deduction on written assignments for each 24 hours for late work. Required Discussion Postings and Quizzes will not be accepted late. No work will be accepted after the class ends.

Course Information

Course Description

A complete overview of the system for assessing customer needs, allocation of scarce resources to fulfill those needs, transmittal of market related information, completion of exchange processes and profit maximization in free markets. Emphasis on interdisciplinary tools for management, decision-making and developing marketing strategies in domestic and international market applications.

Course Objectives/Student Learning Outcomes

Students completing this course should be able to:

1. Analyze the roles of marketing in society, the economic system, ethics, and social responsibility.
2. Select/defend segmentation and target market selection relative to a specific population and product/service.
3. Apply the concepts of the marketing mix to the formulation/evaluation of marketing strategies relative to particular target markets, environments (economic, technological, and competitive), and desired positions in marketplaces (both local and global). Areas to be addressed include an integrated communication strategy, branding, packaging, pricing, product/service design, methods of delivery and product life cycle.
4. Relate the concepts of marketing research, consumer behavior and strategy and their interrelationships.
5. Identify three price level strategies over the product life cycle, calculate a break-even point, demonstrate two approaches to forecasting sales, and calculate ROI.
6. Compare and contrast product, service, nonprofit, and social marketing.

Prerequisites

None

Corequisites

None

Course Orientation

Instructions for Orientation assignments are in Canvas on the Course Home page under “Course Information” Module.

Textbooks & Software

Required Textbooks/Resources



[Principles of Marketing v4.0](#)

By: Jeff Tanner and Mary Anne Raymond

Published: 2019

Discipline: Marketing Textbooks

ISBN (Digital):

978-1-4533-9195-2

Student Link: <https://students.flatworldknowledge.com/course/2601787>

Required Software:

N/A

As a student, you can download a free version of the current Microsoft Office by following these steps:

1. Go to: <http://lobomail.unm.edu/> and enter your UNM email address
2. Log in using your UNM email and password
3. Click Install Office at the top right of your window
4. Student can install Office on up to three devices

NOTE – Students bursar accounts will be charged if students do not OPT OUT by the last day to drop a class without a charge.

Technical Considerations

Online Course Requirements

- A high-speed Internet connection is highly recommended.
- Supported browsers include: Chrome, Internet Explorer, Firefox, and Safari. To check your browser(s), use this link:
https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support/Browser_Checker

Also the UNM IT Department, offers a variety of free applications including Symantec Endpoint Protection Antivirus Software. To download a copy, simply to go <http://it.unm.edu/download/> and log in using your UNM NetID and password.

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.

Online courses perform best on a hard-wired, high speed Internet connection. Those using Wi-Fi connections may experience longer page load times and much slower performance when accessing their online course. Additionally, using a Wi-Fi connection may cause reception problems during Zoom Meetings. UNM offers free high-speed Internet access at [UNM's Computer Pods](#)

UNM Learn Technical Support:

(505) 277-0857 (24/7) or use the "Create a Support Ticket" link in your course.

UNM Canvas Tracking

UNM Canvas 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, chat

room discussion text, and posted discussion topics. This data can be accessed by the instructor to evaluate class participation and to identify students having difficulty.

Course Interruptions and Scheduled Maintenance

In the Event of an Unexpected Course Interruption

If UNM Canvas is down for 4 hours or more on the day an assignment or exam is due, the instructor will notify students of a new due date.

Scheduled Maintenance

UNM Canvas has a weekly scheduled maintenance window from 4:30 am – 5:30 am every Saturday when UNM Canvas is not available. In addition, UNM IT conducts general system maintenance that affects multiple systems on campus, including UNM Canvas a few times a year, usually before the start and near the end of academic terms. Announcements for these periodic maintenance windows are normally posted in UNM Canvas two weeks ahead of time to notify users of planned outages. Please remember to plan ahead as you will not have access to UNM Canvas during these outages.

Student Course Access at the End of Term/Semester

Canvas is available for 2 weeks after the end of the course. After 2 weeks students will no longer have course access.

Assessment and Grading

Submission Requirements

Students have one attempt on homework and quizzes. I will accept homework and assessments late, however students will lose 20% of their grade for each day late. No work will be accepted after December 16, 2023. Discussion Board Postings will NOT be accepted late.

Grade Weighting

Assignment	Module	Module points	Total Points	Percentage
Homework	1 - 8	25	200	20%
Reports	2, 6	100	200	20%
Case Discussion	1-8	25	200	20%
Exam #1	4	100	100	10%
Exam #2	7	100	100	10%
Final Exam	8	200	200	20%
TOTAL			1000	100%

Grading Scale

Grade	Points			%
A	1000	to	930	93.0%
A-	929	to	900	90.0%
B+	899	to	870	87.0%
B	869	to	830	83.0%
B-	829	to	800	80.0%
C+	799	to	770	77.0%
C	769	to	730	73.0%
C-	729	to	700	70.0%
D	699	to	600	60.0%
F	< 600			< 60%

Grades will be assigned based on the following course grading schedule:

Course Expectations & Ground Rules

Course Schedule

See course schedule posted in UNM Canvas. You will find the schedule on the Syllabus/Schedule Module.

Inclement Weather, Course Interruptions and Scheduled Maintenance

Inclement Weather

Since our homework and assessments (including the final exam) are online, inclement weather should not affect the completion of exams.

In the event of an unexpected course interruption:

If Canvas is down for more than 4 hours on the day a homework, assessment or final is due, email the instructor at cbernier@unm.edu and let her know the problem you are encountering. If we confirm that the system was down, **the due date will automatically be extended for 24 hours.**

Instructor Drop and Withdrawal Policy

The instructor may drop a student, if the student does not complete the first week/module's activities by the end of the first full week of the course. The instructor may also drop a student during the term, if a student fails or misses assignments, an exam and does not contact the instructor within one week of the failed/missed assignment or exam. Do not count on me dropping you, however. Ultimately, it is your responsibility to drop the course if you are no longer interested in pursuing it.

Students are responsible for completing all courses in which they are enrolled. Changes in enrollment, drops or withdrawals must be officially processed. A student who does not follow proper withdrawal procedures may be given a failing grade and is responsible for tuition charges associated with the course. Deadlines for course withdrawals are established by the UNM Registrar's Office and may be found at <http://registrar.unm.edu/>. Any student considering dropping should first consult with the instructor and academic advisor.

Class Participation

I want all of my students to succeed! Just because the class is a distance learning class does not mean we are disconnected.

Required Discussion Posting Information

Substantive initial posts are expected by Thursday nights at 11:59 PM and responses to classmates

posts are expected by Sunday night at 11:59 PM.

Netiquette Ground Rules

See Netiquette Ground Rules document in your course on the 'Syllabus/Schedule/Contact Info' page. Use proper grammar and spelling (type your postings in WORD first in order to use spell check then copy and paste into UNM Canvas - this will also save you retyping it if should happen in UNM Learn/Blackboard with your posting).

UNM-VC RESOURCES

Student Services

There are various services provided in our Student Services Department. See below about equal access. Also, we have a testing center, advising, and career placement available:

<http://valencia.unm.edu/students/student-services.html>

Other Important Information

Equal Access

If you have a documented disability, please provide me with a copy of your letter from Equal Access Services as soon as possible to ensure that your accommodations are provided in a timely manner. It is up to you to obtain documentation of a disability. If you are a Valencia campus student, contact Equal Access Services at Valencia Campus (505)925-8910 and <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>. If you are a main campus student you can receive documentation from the main campus Accessibility Resource Center <http://as2.unm.edu/>. I will not guarantee accommodation without the appropriate documentation.

Academic Dishonesty

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. 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. ***Academic dishonesty includes, but is not limited to: dishonesty in quizzes, tests, or assignments; sharing your NetID or MyLab IT login credentials, claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.***

Students 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.