School	The University of New Mexico Valencia Campus
Course	MKTG2110 - Principles of Marketing
Semester	Fall 2026
Class Time	Tuesdays/Thursdays 10:45AM-1:15PM (100% Face-to-Face)
Room	B120
Instructor	Dr. Stephen Edward Takach Ph.D. (Strategic Management), MBA (International Management), BBA (Finance)
Office	Business and Technology Building (B152) *(Instructor will likely be in this office or in classroom)*
Email	set@unm.edu (Please only send email from your _____@unm.edu email account)
Office Phone	*(Please contact through email as office phone has been removed)*
Office Hours	Tuesdays 7:00AM-8:00AM and 1:15PM-2:00PM in UNM-Valencia B120 *(i.e., our classroom)*
Textbook	Requied Main Text: MKTG, Lamb, Hair, & McDaniel: 11th ed. (ISBN-13: 9781337516662) or 12th ed. (ISBN-13: 9781337407595) or 13th ed. (ISBN-13: 9780357127803) or 14th ed. (ISBN-13: 9780357929216) Suggested Supplemental Text: Author: George Black Title: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur (ISBN-13: 9780999574607) [a.k.a. The Next Level Entrepreneur (ISBN-13: 9780999574621)]
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 environments in which marketing decisions must be made.
Grading and Assignments	Course grade will reflect student's comprehensive final exam performance, the completion of in-class exercises, and two in-class presentations. **Exam: 75%** **In-Class Exercises: 15%** **In-Class End-of-Semester Instructables Presentation: 5%** **In-Class End-of-Semester Pitch Presentation: 5%** **A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5** There will be one (1) in-class exam. Comprehensive Final Exam @ 75% The comprehensive final exam will cover chapters of the textbook and all material discussed in class, will have 100 multiple choice questions, and will be closed book and closed notes *(i.e., all you can bring into the comprehensive final exam is a pencil)* There will be fifteen (15) in-class exercises (ICEs) [Fifteen (15) in-class exercises (ICEs) @ 1% per in-class exercise = 15%] *Note: These in-class exercises (ICEs) cannot be made-up.* The in-class exercises (ICEs) will be completed in-class, during class time, and will be turned into the instructor at the end of the in-class session. These in-class exercises (ICEs) **cannot** be made-up. There will be two (2) End-of-Semester (EOS) presentations. [2 presentations @ 5% per presentation = 10%] The end-of-semester presentations will be based on the "Bricolage/Arbitrage Lab" time, and knowledge surrounding creation of an "Instructable" and creation of a "90-second Pitch".
Make-Up Tests	Make-up test will **NOT** be offered. Please ensure you attendance on the noted Comprehensive Final Exam day
Attendance Policy	Students are required to attend class regularly. You must attend **all** class sessions to successfully learn the material required for the comprehensive final exam. Please note there is no way to make up a missed class session. ****As this is a "compressed" course (i.e., 8-week, 1-meeting per week) students missing more than two (2) in-class sessions will be dropped from the course.****
UNM-Valencia Vision	*"Excellence in teaching, learning, and service to our community"*
UAP 2720 and 2740	Our classroom and university should foster mutual respect, kindness, and support. If you have concerns about discrimination, harassment, or violence, please seek support and report incidents. Find confidential services at LoboRESPECT Advocacy Center, the Women's Resource Center, and the Arcoiris Center. UNM prohibits discrimination on the basis of sex (including gender, sex stereotyping, gender expression, and gender identity). All instructors are "responsible employees" who must communicate reports of sexual harassment, sexual misconduct and sexual violence to Compliance, Ethics and Equal Opportunity. For more information, please see UAP 2720 and UAP 2740
Accommodations	UNM is committed to providing equitable access to learning opportunities for students with documented disabilities. As your instructor, it is my objective to facilitate an inclusive classroom setting, in which students have full access and opportunity to participate. To engage in a confidential conversation about the process for requesting reasonable accommodations for this class and/or program, please contact Accessibility Resource Center at arcsrvs@unm.edu or 505-277-3506.

Day	Date	Topic Covered	ICE#
Tuesday	10/13/2026	Course Introduction: (Syllabus | Handouts | Student Information Sheet)	1
Thursday	10/15/2026	Bricolage/Arbitrage Lab Introduction: (Conduct, Norms, Expectations) [End-of-Semester Presentations Overview]	2
Tuesday	10/20/2026	Chapter 1: (An Overview of Marketing) [Bricolage/Arbitrage Lab Time]	3
Thursday	10/22/2026	Chapter 2: (Strategic Planning for Competitive Advantage) [Bricolage/Arbitrage Lab Time]	4
Tuesday	10/27/2026	Chapter 6: (Consumer Decision Making) [Bricolage/Arbitrage Lab Time]	5
Thursday	10/29/2026	Chapter 7: (Business Marketing) [Bricolage/Arbitrage Lab Time]	6
Tuesday	11/3/2026	Chapter 8: (Market Sementation and Targeting) [Bricolage/Arbitrage Lab Time]	7
Thursday	11/5/2026	Chapter 10: (Product Concepts) [Bricolage/Arbitrage Lab Time]	8
Tuesday	11/10/2026	Chapter 11: (Developing and Managing Products) [Bricolage/Arbitrage Lab Time]	9
Thursday	11/12/2026	Chapter 13: (Supply Chain Management and Marketing Channels) [Bricolage/Arbitrage Lab Time]	10
Tuesday	11/17/2026	Chapter 14: (Retailing) [Bricolage/Arbitrage Lab Time]	11
Thursday	11/19/2026	Chapter 15: (Marketing Communications) [Bricolage/Arbitrage Lab Time]	12
Tuesday	11/24/2026	Chapter 19: (Pricing Concepts) [Bricolage/Arbitrage Lab Time]	13
Thursday	11/26/2026	***NO CLASS*** ***- Thanksgiving Break 2026 -*** ***NO CLASS***	
Tuesday	12/1/2026	**In-Class End-of-Semester Project Presentation** **"Instructable" (180 Seconds)** **"90-Second Pitch" (90 Seconds)**	14
Thursday	12/3/2026	Out-of-Class MKTG2110 Comprehensive Final Exam Preparation *(Note: Attendance is NOT required at this Out-of-Class Study Session)* ***Dr. Takach will NOT be in classroom*** *[Must send Dr. Takach an Email (set@unm.edu) to show study effort for ICE#15]*	15
Tuesday	12/8/2026	**NO CLASS** **- Final Exam Week -** **NO CLASS**	
Thursday	12/10/2026	**MKTG2110 Comprehensive Final Exam** **(Chapters 1,2,6,7,8,10,11,13,14,15,19** **and all materials covered in class)** **[10:30AM-1:00PM]**	