

<b>School</b>	The University of New Mexico Valencia Campus
<b>Course</b>	MKTG2110 – Principles of Marketing (Note: Formerly MGMT 222 – Introduction to Marketing)
<b>Semester</b>	Spring 2020
<b>Class Time</b>	Thursdays 9:00AM-10:15AM (HYBRID)
<b>Room</b>	Business and Technology Building (B120) & Online (Blackboard Learn)
<b>Instructor</b>	Dr. Stephen Edward Takach <b>Ph.D.</b> (Strategic Management), <b>MBA</b> (International Management), <b>BBA</b> (Finance)
<b>Office</b>	Business and Technology Building (B152) (Instructor will likely be in this office or in classroom)
<b>Email</b>	set@unm.edu (Please use this email as it is checked frequently)
<b>Office Phone</b>	505.925.8730 (Please contact through email as office phone is rarely checked)
<b>Office Hours</b>	Tuesdays and Thursdays 8:00AM-5:30PM (please see office hours on B152 office door)
<b>Textbook</b>	Main Text: MKTG, 11th ed., Lamb, Hair, & McDaniel (ISBN-13: 9781337516662) Supplemental Text: Dear Mr. A ~ Letters Revealing the Secrets of an Entrepreneur [aka The Next Level Entrepreneur], George Black
<b>Course Purpose</b>	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.
<b>Course Objectives</b>	Students will learn about the four (4) P's of marketing and how they are utilized in the business environment. <u>Based on successfully completing MKTG2110 students should be able to:</u> 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.
<b>Grading and Assignments</b>	Course grade will reflect student's exam performance, the completion of in-class exercises, out-of-class assignments, an in-class presentation, and pitch competition submission.  <b>Exams: 40%</b> <b>In-Class Exercises: 30%</b> <b>Out-of-Class Assignments: 15%</b> <b>In-Class Presentation (Slidedeck): 10%</b> <b>Pitch Competition Submission: 5%</b> <b>A: 90-100% B: 80-89.5% C: 70-79.5% D: 60-69.5% F: Below 59.5</b>  There will be four (4) in-class exams. (4 exams @ 10% per exam = 40%) There will be thirty (30) in-class exercises. 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 <b>cannot</b> be made-up. (30 in-class exercises @ 1.0% per in-class exercise = 30%) There will be thirty (30) out-of-class assignments (OCAs). 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 <u>legibly hand written</u> , and will be limited to one single page front and back. Late work on these assignments <b>will not</b> be accepted. Emailed versions of these assignments <b>will not</b> 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 <u>full credit</u> . (30 out-of-class assignments @ 0.50% per out of class assignment = 15%) 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 the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) (1 presentation @ 10% per presentation = 10%) There will be one (1) pitch competition submission. This submission will be based on the out-of-class assignments and in-class exercises that are completed from the course supplemental textbook Dear Mr. A. (aka The Next Level Entrepreneur) (1 pitch competition submission @ 5% per submission = 5%)
<b>Make-Up Tests</b>	Make-up tests will not be offered to students. Please ensure your attendance on the noted test days.
<b>Attendance Policy</b>	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> . <b>**Students missing more than five (5) class sessions will be dropped from the course.**</b>
<b>UNM-Valencia Vision</b>	<b>"Excellence in teaching, learning, and service to our community"</b>
<b>UNM Computer Lab Responsibility Statement</b>	Use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <a href="http://policy.unm.edu/university-policies/2000/2500.html">http://policy.unm.edu/university-policies/2000/2500.html</a> . 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
<b>UNM Academic Dishonesty Policy</b>	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: <a href="https://policy.unm.edu/regents-policies/section-4/4-8.html">https://policy.unm.edu/regents-policies/section-4/4-8.html</a> . 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."
<b>UNM Title IX Statement</b>	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 - <a href="http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf">http://www2.ed.gov/about/offices/list/ocr/docs/qa-201404-title-ix.pdf</a> ). 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: <a href="https://policy.unm.edu/university-policies/2000/2740.html">https://policy.unm.edu/university-policies/2000/2740.html</a>
<b>UNM Students with Disabilities Statement</b>	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 <a href="mailto:skirtley@unm.edu">skirtley@unm.edu</a> .

<b>Day</b>	<b>Date</b>	<b>Topic Covered</b>	<b>In-Class Exercise ICE#</b>	<b>Out-of-Class Assignment OCA#</b>	<b>OCA Description</b>
Tuesday	21-Jan	>> Online - Course Introduction (Syllabus/Handouts/Student Information Sheet)	1	1	Course Introduction Notes
Thursday	23-Jan	Dear Mr. A (DMA) - Session 1	2	2	DMA Drafts of Exercises (1-8)
Tuesday	28-Jan	>>Online - Dear Mr. A (DMA) - Session 2	3	3	DMA Drafts of Exercises (9-16)
Thursday	30-Jan	<b>FIELD TRIP - Lobo Rainforest - Seminar - The Next Level Navigator™</b>	4	4	<b>DMA Final Version of Exercises (ALL 16)</b>
Tuesday	4-Feb	>> Online - Chapter 1 (An Overview of Marketing)	5	5	Chapter 1 Notes
Thursday	6-Feb	Overview of Chapter 1 & Chapter 2 (Strategic Planning for Competitive Advantage)	6	6	Chapter 2 Notes
Tuesday	11-Feb	>>Online - Chapter 3 (Ethics and Social Responsibility)	7	7	Chapter 3 Notes
Thursday	13-Feb	Overview of Chapter 3, 4 (The Marketing Environment), and 9	8	8	Chapter 4 Notes
Tuesday	18-Feb	>>Online - Chapter 9 (Marketing Research)	9	9	Chapter 9 Notes
Thursday	20-Feb	<b>TEST #1 (Chapters 1, 2, 3, 4, 9, and Lecture)</b>	10	10	Test #1 Study Guide (Looking Forward)
Tuesday	25-Feb	>>Online - Test 1 Debriefing	11	11	Test #1 Debriefing Notes (Looking Back)
Thursday	27-Feb	Overview of Test #1 and Chapter 6 (Consumer Decision Making)	12	12	Chapter 6 Notes
Tuesday	3-Mar	>>Online - Chapter 7 (Business Marketing)	13	13	Chapter 7 Notes
Thursday	5-Mar	Overview of Chapter 7, 8 (Market Sementation and Targeting), and 18	14	14	Chapter 8 Notes
Tuesday	10-Mar	>>Online - Chapter 18 (Social Media and Marketing)	15	15	Chapter 18 Notes
Thursday	12-Mar	<b>TEST #2 (Chapters 6, 7, 8, 18, and Lecture)</b>	16	16	Test #2 Study Guide (Looking Forward)
Tuesday	17-Mar	<b>SPRING BREAK 2020 - NO CLASSES</b>	<b>None</b>	<b>None</b>	<b>None</b>
Thursday	19-Mar	<b>SPRING BREAK 2020 - NO CLASSES</b>	<b>None</b>	<b>None</b>	<b>None</b>
Tuesday	24-Mar	>>Online - Test 2 Debriefing	17	17	Test #2 Debriefing Notes (Looking Back)
Thursday	26-Mar	Overview of Test #2 and Chapter 10 (Product Concepts)	18	18	Chapter 10 Notes
Tuesday	31-Mar	>>Online - Chapter 11 (Developing and Managing Products)	19	19	Chapter 11 Notes
Thursday	2-Apr	Overview of Chapter 10, 11, 12 (Services and Nonprofit Organization Marketing), and 19	20	20	Chapter 12 Notes
Tuesday	7-Apr	>>Online - Chapter 19 (Pricing Concepts) <b>**[NOTE: Submit 90-Second Video for Pitch Competition]**</b>	21	21	Chapter 19 Notes
Thursday	9-Apr	<b>TEST #3 (Chapters 10, 11, 12, 19, and Lecture)</b>	22	22	Test #3 Study Guide (Looking Forward)
Tuesday	14-Apr	>>Online - Test #3 Debriefing	23	23	Test #3 Debriefing Notes (Looking Back)
Thursday	16-Apr	Overview of Test #3 and Chapter 13 (Supply Chain Management and Marketing Channels)	24	24	Chapter 13 Notes
Tuesday	21-Apr	>>Online - Chapter 14 (Retailing)	25	25	Chapter 14 Notes
Thursday	23-Apr	Overview of Chapter 14 and 15 (Marketing Communications)	26	26	Chapter 15 Notes
Tuesday	28-Apr	>>Online - Chapter 16 (Advertising, Public Relations, and Sales Promotion)	27	27	Chapter 16 Notes
Thursday	30-Apr	Overview of Chapter 16 and 17 (Personal Selling and Sales Management)	28	28	Chapter 17 Notes
Tuesday	5-May	>> Online - Test #4 Review	29	29	Test #3 Study Guide (Looking Forward)
Thursday	7-May	12-Minute Slidedeck Presentation (Teams of 3, Other Company's NLN, Marketing Consulting Emphasis)	30	30	Slidedeck Items
Tuesday	12-May	<b>FINALS WEEK 2020 - NO CLASS</b>	<b>None</b>	<b>None</b>	<b>None</b>
Thursday	14-May	<b>TEST #4 (Chapters 13, 14, 15, 16, 17, and Lecture)</b>	<b>None</b>	<b>None</b>	<b>None</b>