

**Syllabus MKTR 3307**  
**Principles of Marketing**  
**Spring 2025 – Room D111 Eagle Pass**  
**Thursday 6:00 PM to 8:30 PM**

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<b>Instructor:</b>	Dr. Emilio Moran
<b>Office Hours:</b>	By Appointment or before class
<b>Office Location:</b>	D111
<b>Telephone:</b>	830.325.4566
<b>Email Address:</b>	Emilio.moran@sulross.edu
<b>Class Schedule:</b>	Thursday 6:00 PM to 8:45 PM
<b>Classroom Location:</b>	Sul Ross State Campus Eagle Pass Room D111
<b>Required Texts:</b>	1. “Contemporary Marketing” 19 <sup>th</sup> Edition, by Louis Boone and David Kurtz, Cengage, ISBN 978- 0357461709

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**Official Communication:**

All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from time to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

## Course Requirements and Grading

Requirement	Points Possible	Grading Scale
Attendance	450 Points	A = 900 to 1000 points
Assignment 1	100 Points	B = 800 to 899 points
Assignment 2	100 Points	C = 700 to 799 points
Presentation	100 Points	D = 600 to 699 points
Midterm Exam	100 Points	F = less than 599 points
Final Exam	150 Points	
<b>Possible Points</b>	<b>1000 points</b>	

### **Technology Help:**

Obtain your RGC email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quick link to this site is available from our home page under the "My SRSU" tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine. **BLACKBOARD HELP: 432-837-6055**.

### **SRSU Distance Education Statement:**

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook

**ADA Statement:** SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartze Grisham, LPC, SRSU's Accessibility Services Director at 432-837-8203 or email [mschwartze@sulross.edu](mailto:mschwartze@sulross.edu). Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine, Texas, 79832.

**Counseling:** Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/356 support by visiting [Timelycare/SRSU](https://www.timelycare.com/srsu). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

**Libraries:** The Bryan Wildenthal Memorial Library in Alpine offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu/](http://library.sulross.edu/). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting [library.sulross.edu/find-and-borrow/texshare/](http://library.sulross.edu/find-and-borrow/texshare/) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu).

New for Fall 2023: Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL) and ScanIt to get materials delivered to you at home or via email.

**Academic Integrity:** Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden.

**Classroom Climate of Respect:** Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

**Course Learning Objectives:**

1. Develop a marketing management orientation towards marketing strategy  
*Assessment: Written assignments, exams and class discussion.*
2. Describe how the elements of the Marketing Mix are targeted towards a specific marketing segment.  
*Assessment: Written assignments, exams and class discussion.*
3. Describe how to develop a strong marketing strategy for a brand.  
*Assessment: Written assignments, exams and class discussion.*
4. Recognize the importance of the marketing function in a business.  
*Assessment: Written assignments, exams and class discussion.*

**Student Learning Outcomes for the BBA Degree:**

1. The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.
2. The students will communicate business information through written, oral, and other delivery processes.
3. The students will identify and understand the impact of ethical and social responsibility issues in business.

**Marketable Skills for the BBA Degree:**

**Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

**Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.

**Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports.

**Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.

**Copyright Notice:**

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## Schedule for MKTR 3307 – Spring 2025

Date	Topic	Readings
Jan. 16	Introduction to Marketing	Textbook: Chapter 1
Jan. 23	Strategic Planning for Marketing	Textbook: Chapter 2
Jan. 30	Ethics and Social Responsibility <b>Assignment 1 due Tuesday, February 6, 2025</b>	Textbook: Chapter 3
Feb. 6	Online Marketing and Social Media	Textbook: Chapters 4, 5
Feb. 13	Buying Behavior	Textbook: Chapters 6, 7
Feb. 20	Global Marketing <b>Assignment 2 due Tuesday, February 27, 2025</b>	Textbook: Chapter 8
Feb. 27	Market Segmentation Strategies	Textbook: Chapter 9
Mar. 6	Marketing Research	Textbook: Chapter 10
Mar. 13	<b>Midterm Exam</b>	
Mar. 20	<b>Spring Break</b>	
Mar. 27	Product Strategy	Textbook: Chapters 11, 12
Apr. 3	Pricing Strategy	Textbook: Chapters 13, 14
Apr. 10	Retailing, Direct Marketing, Personal Selling and Sales Promotion	Textbook: Chapter 17
Apr. 17	Integrated Marketing Communication	Textbook: Chapter 18
April 24	<b>Class Room Presentations</b>	
May 7	<b>Final Exam Wednesday May 7, 2025 6:00 PM to 7:30 PM</b>	