Please read this course outline carefully. A good understanding of it will be a big help in learning, and in achieving good grades.

The School of Business enforces all prerequisites. It is the student’s responsibility to ensure that the prerequisite requirements are met. Failure to meet the prerequisites may result in your deregistration from this course any time into the term.

Course Description

Basic problems and practices in marketing. Marketing strategies, planning, packaging, branding and promotion at the level of the individual firm; distribution channels.
Prerequisite: restricted to students in the B.I.T. degree program. Lectures three hours a week.

Course Objectives

The course provides an introduction to Marketing and Marketing Concepts for BIT students. This includes: Basic problems and practices in marketing, marketing strategies, planning, packaging, branding and promotion at the level of the individual firm; distribution channels

The main objectives of this course are to introduce students to basic marketing concepts, methods and terminology, and to enable you to develop an understanding of marketing’s role in modern organizations, on the one hand, and in the Canadian economic and social framework, on the other. In addition, the course is designed to provide you with an opportunity to develop basic analytical and communication skills necessary to marketing decision-making. As an introductory course, it will present a comprehensive overview of the entire marketing process. It will offer you a chance to consider the subject in its entirety, but it is only a beginning.
Textbook


Additional materials may be assigned on certain topics

Grading

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<th>%</th>
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<tbody>
<tr>
<td>Written case analyses</td>
<td>20</td>
</tr>
<tr>
<td>One-pagers</td>
<td>5</td>
</tr>
<tr>
<td>Site Visit report</td>
<td>15</td>
</tr>
<tr>
<td>Mid-term test</td>
<td>25</td>
</tr>
<tr>
<td>Final exam</td>
<td>30</td>
</tr>
<tr>
<td>Participation and Attendance</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
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</table>

Note: In addition to achieving a minimum aggregate grade of 50% in the course, students must achieve a minimum grade of 50% on the final exam and a minimum average grade of 40% on the written assignments to pass the course.

Class Participation and Attendance

Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of raising or answering questions, commenting on issues raised by the instructor or other students, or bringing to the attention of the class relevant items of interest from the media or personal experiences.

Not attending class or leaving during a class (except in extenuating circumstances and after informing the professor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom.

Class preparation: Study the assigned text chapters and assignments before each class. Please be prepared to discuss the contents of the assigned chapters, as well as the cases described at the end of each chapter in class on the day for which is assigned.

Assignments and Late Penalty

All assignments are due at start of the class in typewritten form.
Once the lecture starts, the assignment is late. Late assignments are penalized at the rate of 7% of the value of the assignment per day. This includes the first day. If you hand your assignment in after the lecture begins, you will lose 7%. If your assignment is late, make arrangements to deliver the assignment to the teaching assistant at a time that is mutually convenient. The Business School staff on floor 7 or floor 8 in Dunton Tower will not accept assignments.

Always retain a copy of all assignments submitted.

**Method and Overview of Formal Assignments**

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions, which are the best vehicle to fully express ideas and to let others benefit from them. Short case studies and written assignments will help develop and test your decision-making and communication abilities.

**Written Assignments**

There are three types of written assignments. Each of these is described as follows:

**Written Case Analysis**

The written case analysis will be implemented and a report written by self-selected teams of two people. It will be done as a group project. Only one project write-up is required for the whole group.

The purpose of the project is to allow you to take a real-life marketing problem, analyze it, and offer a well thought out solution.

**The Assignment**

Select a real life-marketing problem of interest to you in the high tech area (e.g. computer, gaming, animation, consumer electronics, and telecommunications). This problem may be one faced by a company of which you are a part, or one faced by a company where you can get access to enough information to work on solving the marketing problem. Alternatively, you may have an idea about a business you'd like to be in, or a product you'd like to market and could select the marketing problems associated with that idea to work on in your project. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, local press stories, etc.

Note: Please do not choose any of the following companies as the main focus for your project: Apple; RIM; Samsung.

Once you have selected the problem, proceed to gather information, set objectives,
conduct your analysis, evaluate alternatives and make your recommendations. Write a report as per the guidelines on doing a case provided in WebCT. Use the section headings shown in the grading scheme provided in WebCT.

Your report will consist of a detailed and comprehensive description of the situation facing the manager and an analysis with recommendations for action for the organization.

Only one project write-up is required for the whole group.

Instructor approval (or pre-clearance) of your selected topic is required.

**Organization and format:**

The report must be in the form of a word processed document and should not exceed 15 pages, double spaced not including appendices, exhibits, and references. Be concise. Submissions exceeding the above limits will have 2 marks deducted per excess page. Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is assumed in the length limit. Properly acknowledge all material used in your report that is not your own. Please use in-line citations and include a list of sources cited (Chicago Manual of Style, author/date style. For more information, consult: http://library.osu.edu/sites/guides/chicagogd.php).

**Tips about case analyses**

Cases are brief descriptions of a situation in which an organization finds itself at a certain point in time. The main purpose of casework is to identify the problem(s) / opportunities facing the organization and to make decisions on how to solve them. You should put yourself in the position of the decision maker. You may feel uncomfortable making such decisions even after you have done a thorough analysis of all the information in the case. Some of what you consider to be key pieces of information may be missing, but this is reality. Management decisions are never made on the basis of complete information.

It is expected that students will demonstrate the ability to undertake secondary research about the case and apply course concepts in the case analysis. Seek out as much additional information as you feel is helpful. You are expected to access available resources such as Carleton University library services (e.g., do not simply undertake a Google or Wikipedia search). Generally, researching the cases will require considerable legwork. Thus, effective team organization and division of labour will have an important bearing on the success of the group case preparation.

General guidelines on how to approach case studies will be posted on WebCT. The grading scheme for the case will be posted on WebCT.

The report should use the headers shown in the case grading scheme.

**Written Short Reports: One-Pagers – Individual project**

Please find an article or story about marketing in a newspaper or business magazine, or
from a source on the internet and produce a one-page typewritten summary which illustrates the topic of interest in the course. These items must have been published recently, within the past few days, or weeks. These are to be submitted, as per the class schedule.

Use the following headings:

- Date and source
- Headline (or title)
- Companies involved
- Marketing Issue
- Marketing implications / How did they deal with it?

Use double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent.

You will receive full credit for each of the one-pagers turned in, provided that it follows the required headings and is of suitable content. Those who do not follow these headers will lose 50% on the assignment. The one-pagers will not be returned.

**Written Short Reports: Site Visit - Individual project**

Walk into any business selling IT (e.g. computer, gaming, animation, consumer electronics, telecommunications) and spend 45 minutes to an hour looking around, or just sitting and observing. Examples of this could be Best Buy, Future Shop, a phone store, the electronics section of a department store). Also spend some time looking at the organization’s web-site (if it has one). On the basis of your observations (and assuming that what you see is representative of the overall situation): Describe the marketing efforts you see going on (not limited to the efforts of individual sales people) and identify some opportunities for increased revenues and/or profits and/or customer service and/or market share. Use the 4 Ps and “The Customer” as the primary focus for your report. Also include the relevant other of the “5 C’s). (If any one of them does not apply, say so briefly). Make sure to indicate the date, time, name and address of the business you visited. If you do speak to the staff, do not tell them the purpose of your visit. Also seek out as much additional information as you feel is helpful for your assessment.

Limit your report to a maximum of 8 typewritten pages not including appendices, exhibits, and references). Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is assumed in the length.

The grading scheme for the Site Visit will be posted on WebCT

**Grading of Projects done in groups: Assessing team-mate performance**

A group grade will be assigned to team projects, but not all members in the group will necessarily receive the same grade. When the report is turned in, each group member will individually and separately turn in a group evaluation as follows:
Each member will take 100 points and allocate those points to all the group members (including him- or herself) in accordance with the work done by each member. So, if there are 4 members in a group, and all 4 group members contribute equally, each would be allocated 25 points. But, if a problem member (hopefully we will have none of these) contributed very little, the remaining group members might individually allocate very few points to that member. If most of the members of a group independently assign few points to a particular member (indicating little contribution), that individual’s grade for the Project will be adjusted downward depending on how severe the lack of contribution.

**Midterm and Final Exam**

The midterm exam will be held during regular class time. It may consist of multiple choice, short-answer, or essay questions, or may take the form of a short case. Details on the format of the exam will be discussed in class. Regardless of format, the midterm will be based on the textbook chapters assigned up to the midterm date and all lectures and materials covered in class.

The final examination will be held during the formal exam period. The exact date and time will be announced later in the term. The final examination will be based on all topics covered (in class and in the readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class.

**Use of WebCT**

Students are encouraged to check the course WebCT site regularly for announcements, additional materials, communication, etc. related to the course. Grades will be posted to WebCT as soon as they become available. It is your responsibility to check your grades by clicking on ‘My Grades.’

While every effort will be made to keep to the schedule listed above, circumstances may necessitate modifications throughout the semester.

**Inability to Complete an Assignment or Write the Midterm due to Illness**

Students who are not able to contribute to a group project, submit an individual assignment, or write the midterm exam due to a certified illness will have the weight of the assignment/exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

**Cellular Phone Usage**

The use of cellular phones is not permitted. It is disruptive to the professor and class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics / Assignments</th>
<th>Reading / Assignment</th>
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<tbody>
<tr>
<td>2</td>
<td>18-Jan-13</td>
<td>Company and Marketing Strategy: Partnering to Build Customer Relationships Analyzing the Marketing Environment</td>
<td>Chapter 2 &amp; 3 Provide the names of group members One pager due</td>
</tr>
<tr>
<td>3</td>
<td>25-Jan-13</td>
<td>Customer-Driven Marketing Strategy: Creating Value for Target Customers (segmentation) Managing Marketing Information to Gain Customer Insights (marketing research)</td>
<td>Chapter 8 &amp; 5 One pager due</td>
</tr>
<tr>
<td>4</td>
<td>01-Feb-13</td>
<td>Managing Marketing Information to Gain Customer Insights (marketing research) - Continued Written Case Analysis Review</td>
<td>Chapter 5 Case Analysis Methodology document on WebCT Site Visit Report due</td>
</tr>
<tr>
<td>5</td>
<td>08-Feb-13</td>
<td>Products, Services, and Brands: Building Customer Value New-Product Development and Product Life-Cycle Strategies</td>
<td>Chapter 9 and 10 One pager due</td>
</tr>
<tr>
<td>6</td>
<td>15-Feb-13</td>
<td>Midterm exam</td>
<td>Midterm exam</td>
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<tr>
<td>7</td>
<td>22-Feb-13</td>
<td>Winter Break</td>
<td>Winter Break</td>
</tr>
<tr>
<td>8</td>
<td>01-Mar-13</td>
<td>Consumer Markets and Consumer Buyer Behaviour Business Markets and Business Buyer Behaviour</td>
<td>Chapter 6 &amp; 7 One pager due</td>
</tr>
<tr>
<td>9</td>
<td>08-Mar-13</td>
<td>Integrated Marketing Communications Strategy Advertising and Public Relations</td>
<td>Chapter 14 &amp; 15</td>
</tr>
<tr>
<td>10</td>
<td>15-Mar-13</td>
<td>Direct and Online Marketing: Building Direct Customer Relationships Social Responsibility and Ethics</td>
<td>Chapter 17 &amp; Chapter 4 Written Case Analysis due</td>
</tr>
<tr>
<td>11</td>
<td>22-Mar-13</td>
<td>Pricing</td>
<td>Chapter 11</td>
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<tr>
<td>12</td>
<td>29-Mar-13</td>
<td>Statutory Holiday</td>
<td>Statutory Holiday</td>
</tr>
<tr>
<td>13</td>
<td>05-Apr-13</td>
<td>Marketing Channels: Delivering Customer Value Retailing and Wholesaling</td>
<td>Chapter 12 &amp; 13 One pager due</td>
</tr>
<tr>
<td>14</td>
<td>10-Apr-13</td>
<td>Final course review</td>
<td>Final course review</td>
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</table>
Class Schedule and Assignments.

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<tr>
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</table>

While every attempt will be made to keep to the schedule listed above, circumstances may necessitate modifications throughout the semester.

**Group work**
The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

**Medical certificate**
Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

http://www2.carleton.ca/registrar/forms/

**Academic Accommodations for Students with Disabilities**
The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your Letter of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (if applicable).

**Religious observance**
Students requesting academic accommodation on the basis of religious observance should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory academic event. Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student. Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic
Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

**Pregnancy**

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

**Plagiarism**

The University Senate defines plagiarism in the regulations on instructional offenses as: "to use and pass off as one's own idea or product work of another without expressly giving credit to another."

Borrowing someone else's answers, unauthorized possession of tests or answers to tests, or possession of material designed in answering exam questions, are also subject to university policy regarding instructional offences. For more information on Carleton University's Academic Integrity Policy, consult: [http://www1.carleton.ca/studentaffairs/academic-integrity/](http://www1.carleton.ca/studentaffairs/academic-integrity/)

**Important Dates & Deadlines – Winter 2013**

**January 7, 2013**

Winter-term classes begin.

**January 18, 2013**

Last day for registration for winter term courses.

Last day to change courses or sections for winter term courses.

**January 31, 2013**

Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.

**February 1, 2013**

Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the 2013-14 fall/winter session.

**February 15, 2013**

April examination schedule available online.

**February 15-23, 2013**
Fall-term deferred examinations will be written. Examinations are normally held in the day and evening during the Monday to Saturday period. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

February 18, 2013

Statutory holiday. University closed.

February 18-22, 2013

Winter Break, classes suspended.

March 1, 2013

Last day for receipt of applications from potential spring (June) graduates.

Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the 2013-2014 fall/winter session.

Last day for receipt of applications for admission to a program for the 2013 summer terms.

March 8, 2013

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

March 27, 2013

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).

March 29, 2013

Statutory holiday. University closed.

April 1, 2013

Last day for receipt of applications for admission to a program (except Bachelor of Architectural Studies, Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, Bachelor of Music, and Bachelor of Social Work, for the 2013-2014 fall/winter session, from candidates whose documents originate outside Canada or the United States.

April 10, 2013

Winter term ends.

All classes follow a FRIDAY schedule.
Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter-term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 11-12, 2013

Review period. No classes take place.

April 13-27, 2013

Final examinations in winter term and fall/winter courses may be held. It may be necessary to schedule examinations during the day for classes held in the evening and vice versa. In exceptional circumstances, it may be necessary to schedule an examination on a Sunday.

April 16, 2013

Winter Co-op Work Term Reports are due.

April 27, 2013

All take home examinations are due on this day.