



**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BUSI 2204 A  
FALL 2019  
BASIC MARKETING**

**Instructor:** Murray Sang

**Office:** Dunton Tower, Room:

**Office Hours:** Fridays, 13:00 to 2:20 pm or by appointment

**Class:** Fridays, 14:35 to 17:25 am, Room:

**Email:** murray.sang@carleton.ca (preferred contact method)

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

**PRECLUDED COURSES**

Precludes additional credit for BUSI 2208.

**COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR**

Basic problems and practices in marketing. Marketing planning tools and strategies of firms.

Lecture three hours a week.



## **COURSE OBJECTIVES**

The main objectives of this course are to introduce students to the 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.

The course will:

- ❑ examine the role of marketing and review its theoretical justification;
- ❑ introduce the main concepts, principles, and terminology of marketing;
- ❑ study environmental forces in markets and the behaviour of consumers within them;
- ❑ familiarize participants with the main elements of marketing strategy;
- ❑ outline the characteristics of marketing strategies in different application contexts; and
- ❑ provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making in marketing and other management disciplines.

In addition, the course is designed to provide you with an opportunity to develop basic research and communication skills necessary to marketing decision-making and a successful career in marketing. As an introductory course, it will present a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your interests in more depth.

## **REQUIRED RESOURCES**

### **The required Textbook:**

Charles W. Lamb, Joe F. Hair, Carl McDaniel, Janice Shearer, Marc Boivin, David Gaudet, *Marketing, 4th Canadian Edition*. Nelson Education Ltd, ISBN:978-0-17-672368-2.

### **The Case**

Marketing Twitter: Competing as a Social Media Platform  
<https://www.iveycases.com/ProductView.aspx?id=83614>

## **COURSE NORMS**

### **Use of cuLearn**

This course uses cuLearn, Carleton's learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via e-mail at [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca).

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on "Grades". In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

### **Email Policy**

If you wish to contact the instructor by email directly, please add "BUSI 2204A" in your email's subject line. In keeping with Carleton University policy, your @cmail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). During the regular week, the instructor will endeavor to answer your emails within 48 hours and within 24 hours during assignments and exam periods.

### **Cellular Phone Usage**

The use of cellular phones is not permitted in this class. It is disruptive to the professor and other 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.

### **Laptop Usage Policy**

Laptop or tablet use in class is allowed for activities related to the class only. Please do not use your laptop for any other purposes (eg. Surfing, e-mailing etc.) which can be distractions to you and to those around you. Inappropriate use of your laptop in class may be noted and may affect your participation grade.

## **EVALUATION CRITERIA**

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 your ideas and to let others benefit from them. Short cases or other exercises may also be integrated into the course lectures and discussions. A comprehensive project will give you the opportunity to probe and report on a marketing situation that is of particular interest to you (and your group members). An in-class midterm exam and a final examination will help you consolidate the knowledge acquired throughout the course. The evaluation criteria are summarized as follows:

1. Class Participation (Individual)	5%
2. Case Analysis (Individual)	15%
3. Marketing Plan Project (Group) Written Report	30%
4. Midterm Exam	20%
5. Final Exam	30%
<b>TOTAL</b>	<b>100%</b>
Bonus Mark	Up to 2%

**\*NOTE: To pass this course, students must achieve  
(i) a minimum grade of 50% on the final exam, and  
(ii) a minimum grade of 50% on the group project**

### **Satisfactory In-term Performance**

The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):

- Minimum grade of 50% on the total grade for the group project
- Minimum grade of 50% on the final exam.

- Unsatisfactory In-term Performance in this course will lead to:

Failure in this course (regardless of the performance at the Final exam or final project) Yes  No

## **1. Class Attendance and Participation:**

Your engagement and participation are necessary for learning and success. Class participation is equivalent to professionals' participation in meetings. It is therefore, considered important to success in this course. Mere attendance does not count towards full class participation. 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. The professor will keep track of class participation which will count for 5% of your final grade. You are encouraged to keep a record of your own participation.

Attendance will be taken at each class. Arriving to class late 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.

It is a serious violation of academic integrity to ask someone to sign an attendance sheet for you or to sign an attendance sheet for others. Students who violate this regulation may be prosecuted for academic fraud.

Please note that attendance at the library information session is mandatory; failure to attend these classes will result in a reduction of your participation grade.

## **2. Case Analysis:**

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 apply the marketing concepts discussed in class to a particular marketing scenario. The report should use the headers shown in the case grading rubric posted on CU Learn.

### **3. Comprehensive Marketing Plan Project: (team sizes will be announced on the first day of class)**

The written project will be implemented, and a report written by self-selected teams. 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. **A grading rubric is posted on cuLearn.**

#### **The Assignment**

As a group, select a real life-marketing problem of interest to you.

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, press stories, etc.

Once you have selected the problem, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives and make your recommendations.

The project consists of a case analysis of a real-world current issue for an organization that you will locate and identify. 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.

**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. 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>).

#### **4 and 5. Midterm and Final Exam**

The midterm exam will be held during regular class time. The midterm will be based on the textbook chapters and all lectures and materials covered in class up to the date of the midterm. The format of the exam will be discussed in class prior to the exam.

The final examination will be held during the formal exam period for Fall term courses. Students are advised to take final exam dates into consideration prior to making any travel arrangements. The final exam will be based on all topics covered (in class and in the readings) during the term, with emphasis on material covered post midterm. The format of the final exam will be discussed in class. **Please note: students must achieve a minimum of 50% on the final exam to pass the course.**

#### **\*Bonus Marks:**

Students have the opportunity to earn bonus credit in this course through one of two means: 1) participation in research studies at the Sprott School of Business, OR 2) participation in skill development workshops offered by the Centre for Student Academic Support.

**Research Studies:** You may choose to participate in research studies being conducted by Sprott faculty; some of these studies may be conducted online, while others will require you to go to the Behavioural Lab in 1723 Dunton Tower. As a student in BUSI 2204, you should already be registered. Check your email for a message from: sprott-admin@sonasystems.net to get your login and password. To sign up for specific projects go to: <https://sprott.sona-systems.com> or follow the link on cuLearn. Students will receive a 1% bonus credit for each hour of participation in a study, up to a maximum of 2%. This credit will be added to your final grade at the end of the term. The participation in research studies must be completed by Dec 1st, 2019 to receive credit. This credit will be added to your final grade at the end of the term.

**Skill Development Workshops:** This course has been registered in the Incentive Program offered through the Centre for Student Academic Support (CSAS). CSAS Skill Development Workshops are designed to help students cultivate and refine their academic skills for a university environment. To earn up to 2% bonus marks you must register with CSAS within the first two weeks of the term. You are expected to attend up to 2 workshops throughout the term. You may, of course, attend as many sessions as you like, but the maximum bonus credit is 2%. Skill Development Workshops must be completed by Dec 1st, 2019 to receive credit for the Incentive Program. This credit will be added to your final grade at the end of the term.

To see the complete Skill Development Workshop schedule, please visit mySuccess via Carleton Central. You can also view your CSAS Skill Development Workshop attendance history at any time by logging into my Success. In addition to the CSAS Skill Development Workshops hosted on campus, CSAS offers several online workshops. If you are interested in participating in an online workshop, you can enroll through the CSAS website: [www.carleton.ca/csas](http://www.carleton.ca/csas).

Finally, please review the Incentive Program participation policies. You can find more information about these policies here: [carleton.ca/csas/incentive-program/](http://carleton.ca/csas/incentive-program/). If you have any questions related to the Incentive Program or the CSAS Skill Development Workshops, please contact the Centre for Student Academic Support at [csas@carleton.ca](mailto:csas@carleton.ca) or 613-520-3822.

### **AN IMPORTANT NOTE ON GROUP ASSIGNMENTS**

The intent of having group assignments is to provide an opportunity for students to learn from each other in a more intimate setting than the classroom provides. Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks for each assignment are dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty.

You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work. Please keep this in mind as you complete the Academic Integrity Declaration.

### **LATE PENALTY**

All assignments are due at the beginning of class. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). Do NOT slide your assignment under the professor's office door. If your assignment is late, you must make arrangements to deliver the assignment to the professor or teaching assistant at a time that is mutually convenient. The staff in 801 DT will NOT accept assignments. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time.



## **INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE MIDTERM EXAM DUE TO ILLNESS**

The only valid excuse for missing the mid-term is for medical reasons (medical emergency) or death in the family and must be documented with a medical certificate. Any other reason (such as travel, etc....) cannot be considered and will be given a grade of 0. If proper medical documentation is provided by e-mail **within three days** of the missed midterm, then you will need to discuss with your instructor the possibility of making up the lost work or shifting the weight to the final exam.

The situation of students who cannot contribute to the group case study due to certified illness will be dealt with according to the provisions of your “Group Contract”. Please be sure that you contribute to and are aware of the provisions outlined in your group’s contract.

## **CLASS SCHEDULE**

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

<b>Session /Date</b>	<b>Topics</b>	<b>Readings/Assignments</b>
1 Sep 06	- Introduction to Marketing: Course Overview - Overview of Marketing	Chapter 1
2 Sep 13	- Analyzing the Marketing Environment - Marketing Planning Strategies	Chapter 2 Chapter 3
3 Sep 20	- Consumer Behaviour - Business Marketing	Chapter 6 Chapter 7
4 Sep 27	- Library Information Session – Class will meet in regular classroom	
5 Oct 04	- Marketing Research - Segmentation, Targeting and Positioning	Chapter 5 Chapter 8 <b>Group Project Proposal Due</b>
6 Oct 11	- <b>Midterm Examination – in class</b>	
7 Oct 18	- Product Concepts - Developing New Products	Chapter 10 Chapter 11 <b>Twitter Case Analysis Due</b>

Oct 25	-	<b>No Class – Reading Week</b>	
8	-	Services and Non-Profit Organizations	Chapter 12
Nov 01	-	Case Review	
	-	Marketing Plan Rubric Review	
9	-	Pricing	Chapter 13
Nov 08	-	Integrated Marketing Communications	Chapter 16
10	-	Advertising, PR and Direct Response	Chapter 17
Nov 15	-	Sales Promotion and Personal Selling	Chapter 18
11	-	Social Media Strategies	Chapter 19
Nov 22	-	Marketing Channels and Supply Chains	Chapter 14
12	-	Retailing	Chapter 15
Nov 29	-	Course Wrap-up	<b>Group Marketing Plan Project due with Group Academic Integrity Declaration and Peer evaluation Form</b>

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**FINAL EXAMINATION (DECEMBER 9 TO 21)**

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## **IMPORTANT ADDITIONAL INFORMATION**

### **Course Sharing Websites**

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### **Required calculator in BUSI course examinations**

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### **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, followership 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.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### **Academic Regulations**

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

### **Requests for Academic Accommodation**

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

### **Pregnancy obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

[carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

[carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

### **Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC 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 your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](https://carleton.ca/pmc)

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and is survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [carleton.ca/sexual-violence-support](https://carleton.ca/sexual-violence-support)

### **Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: [students.carleton.ca/course-outline](https://students.carleton.ca/course-outline)

### **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

### **Sprott Student Services**

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

### **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](http://carleton.ca/csas).

### **Important Information:**

- Students must always retain a hard copy of all work that is submitted.
  - All final grades are subject to the Dean’s approval.
  - For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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