



**Carleton University
Sprott School of Business
BUSI 2208 F
Winter 2019
Introduction to Marketing**

Last updated on December 13, 2018

Professor: Dr. Irene Lu
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Course meets: Mondays, 8:35 a.m. to 11:25 a.m.

Pre-requisites & precluded Courses: Precludes additional credit for BUSI 2204.

Prerequisite(s): BUSI 1004, ECON 1000 and one of BUSI 1701, PSYC 1002, SOCI 1005. Restricted to students enrolled in B.Com. or B.I.B.

COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:

Overview of the marketing function within the firm. Introduction to key marketing concepts and principles; business environment analysis, strategic decision making (segmentation, targeting, positioning), marketing mix planning (product, price, place promotion). Analysis of marketing problems using cases and major project. [0.5 credit]

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

Lamb, CW, Hair, JF, McDaniel, C., Boivin, M., Gaudet, D., Shearer, J (2019) *MKTG, Four Canadian Edition*. Toronto: Nelson Education.

ISBN-10: 0176854800

ISBN-13: 9780176854805

A hardcopy of the text is on reserve in the university library.

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton's new 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 email at 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

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please be sure to **indicate "BUSI 2208F" in your email's subject line, so that I will know which of the classes I'm teaching you are taking.** In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

Recording or Videotaping Policy

Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

Cellular Phone Usage Policy

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 your cell phone rings during class, you will be asked to leave the class and not return that day. 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 use in class is allowed for activities related to the class only. Do not use your laptop for any other purposes (e.g., surfing, watching videos, etc.) which can be distractions to you and to those around you. If I receive complaints to this effect, I will have to ask you to leave the class and not return that day.

Course Material Sharing Policy

Student or professor materials created for this course (including presentations and posted notes/slides, 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).

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 exercises may be integrated into the course lectures and discussions. A comprehensive marketing plan 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). Working with a local small business will help develop and test your decision-making and communication abilities. 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:

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|--|-----|
| 1. Class Attendance and Participation (Individual) | 5% |
| 2. Case Analysis (Group) | 15% |

3. Marketing Plan Project (Group)		30%
Written report	25%	
Presentation	5%	
4. Midterm Exam		20%
5. Final Exam		<u>30%</u>
Total		100%

Bonus mark: up to 2%

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

1. Class Attendance and Participation

Students are expected to attend all classes. Course topics build on each other on a weekly basis; missing a class can be detrimental to understanding new material. Therefore, attendance will be taken at each class. **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 will automatically fail the course.**

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 student participation at each class. You are also required to keep a record of your own participation.

If you must miss a class, you are responsible for obtaining any missed information by contacting your classmates to obtain notes or determine if any announcements, especially regarding assignment deadlines, were made. To be fair to students who do attend class, no class time or professor's office time will be used to answer questions about or re-present material you may have missed.

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.

Please note that **attendance at the library information session and the marketing plan presentations (i.e., the last two sessions) is mandatory**. Failure to attend these sessions will result in a reduction of your final grade. The penalty is 3% (e.g., your final grade will be reduced by 3% for missing each session).

2. Case Analysis & 3. Marketing Plan Project

A major take-away from this course is the ability to construct a marketing plan. You will have the opportunity to practice this skill twice during the semester, both times as part of a group that you will form. The first group assignment, the Case Analysis, will ask you to partially complete a marketing plan based on the case, “Next Generation Green: White Dog Café and its Evolving Brand Identify” from Ivey Publishing (Case #9B18A016). **You are to consider this case from the perspective of White Dog offering the service in the Ottawa area.**

The case can be ordered directly from Ivey Publishing (you will need to create an account and pay by credit card). You may preview the case at: <https://www.iveycases.com>.

The second group assignment, the Marketing Plan Project, will be based on a company that you identify. It is up to you and your group members to find a community partner to work with.

A grading rubric for each of these assignments will be posted on cuLearn. **You should expect to spend a considerable amount of time and effort on these assignments, so plan your time wisely.**

4. Midterm Exam & 5. 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.

If you miss the midterm exam, you may make an arrangement to write a make-up exam provided that you provide me with supporting documentation, for example, a formal medical note in case of illness or a police report or funeral announcement in the case of family emergencies. In all cases, you must provide such documentation **within a week** after the originally scheduled midterm exam.

The final examination will be held during the formal exam period. The exact date and time will be announced later in the term. 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 the latter part of the course. 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 2208, you should already be registered. Check your email for a message from: sprott-admin@sona-systems.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 **April 1st, 2018** 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 **April 1st, 2018** 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 mySuccess. 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.

Finally, please review the Incentive Program participation policies. You can find more information about these policies here: 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 or 613-520-3822.

MISSED CLASSES:

Students should attend all classes. Topics build on each other on a weekly basis; one missed class is detrimental to understanding new material. If an absence is unavoidable, the student is responsible for obtaining any missed information (i.e., contacting classmates to copy notes). To be fair to students that attended class, no class time or the professor's office time will be used to re-present the missed information.

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.

Group Peer Evaluation

A group grade will be assigned, but not all members in the group will necessarily receive the same grade. Each group member needs to submit a peer evaluation for each group report by the specified deadline. Students who fail to submit the peer evaluation on time will be penalized with **20%** of the value of the assignment per day. The evaluation form with detailed instruction is available at the course website.

LATE PENALTY:

All assignments are due at the beginning of class. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. 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). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door – this will result in a grade of 0 for the assignment. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time. **No deadline extension will be given for group assignments.**

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

Students who are not able to write the midterm exam due to a certified illness may have the weight of the midterm exam added to their final examination, upon provision of the appropriate documentation at least **one week** before the final examination.

The situation of students who cannot contribute to the group work 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.

Session /Date	Topics	Readings (R)
1 Jan. 7	- Course Administration Overview - An Introduction to Marketing	R: Ch. 1
2 Jan. 14	- Strategic Planning for Competitive Advantage - Marketing Environment, Social Responsibility, and Ethics - Group members meet and greet.	R: Ch. 3 R: Ch. 2 R: Grading rubric for marketing plan project R: Group contract guideline
3 Jan. 21	- Consumer Decision Making - Business Marketing	R: Ch. 6 R: Ch. 7
*Item due on cuLearn Group contract Project proposal		
4 Jan. 28	- Library Information Session Meeting location: TBD (Attendance is mandatory) - Conduct case analysis	A: Working on case analysis in group Note: Failure to attend library info session will result in a 3% penalty to your final grade
5 Feb. 4	- Marketing Research - Segmentation, Targeting and Positioning	R: Ch. 5 R: Ch. 8
6 Feb. 11	- Midterm Examination – in class	
Winter Break (Feb 18-22): No Class		
7 Feb. 25	- Pricing Decisions - Promotion Decisions - Midterm Debrief	R: Ch. 13 R: Ch. 16-19
* Item due on cuLearn: Case analysis report Academic integrity declaration Peer Evaluation (due 8:35am, Feb. 26)		

8 Mar. 4	- Marketing Channels and Supply Chain Management - Retailing	R: Ch. 14 R: Ch. 15
9 Mar. 11	- Product Concepts - Developing and Managing Products	R: Ch. 10 R: Ch. 11
10 Mar. 18	- Services and Nonprofit Organization	R: Ch. 12
11 Mar. 25	- Final Project Presentations (Attendance is mandatory)	Note: Failure to attend library info session will result in a 3% penalty to your final grade
12 April. 1	- Final Project Presentations (Attendance is mandatory) * Items due on cuLearn: Final marketing plan report Academic integrity declaration Peer evaluation (due 8:35am, April 2nd)	Note: Failure to attend library info session will result in a 3% penalty to your final grade

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, 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.

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

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

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 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

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

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

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.

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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