



## BUSI 2208A: Introduction to Marketing

### SUMMER 2025

<b>Instructor</b>	Lei Li
<b>Email Address</b>	leili4@cunet.carleton.ca
<b>Class Times</b>	Tuesday/Thursday 18:05 - 20:55 (Eastern Standard Time)
<b>Modality</b>	In Person
<b>Office Hours</b>	By appointment
<b>TA Name/Email</b>	TBD

#### Pre-Requisites & Preclusions

Prerequisites: BUSI 1004, ECON 1001 and ECON 1002 (or ECON 1000), and one of BUSI 1701, PSYC 1002, SOCI 1005.

Preclusion: BUSI 2204.

#### Course Description/Instructor's Statement

Carleton Calendar Description (Find at <https://calendar.carleton.ca/undergrad/courses/BUSI/>)

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.

#### Instructor's Description:

The main objectives of this course are to introduce students to the basic marketing concepts, methods and terminology, and to enable students 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. As an introductory course, BUSI 2208 presents a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your specific marketing-related interests in more depth.

#### Course Learning Objectives:

1. Understand i) the role of marketing and its theoretical justification, ii) the core marketing concepts, principles, and terminology, and iii) the environmental forces in markets and the behaviour of consumers within them.
2. Understand the main elements of marketing strategy and be able to outline the characteristics of marketing strategies in different application contexts.
3. Develop basic research and communication skills that are necessary to marketing decision-making and a successful career in marketing.
4. Begin developing the analytical and implementation skills needed for effective decision-making in marketing and other management disciplines.
5. Develop teamwork skills and group leadership skills.

## Required Materials & Prices

### **Marketing: An Introduction, Canadian Edition**

- Gary T. Armstrong; Philip Kotler; Valerie Trifts; Danielle Wilson, 8<sup>th</sup> Edition; Pearson Education Canada; 2024
- Rent (180 Days): **\$68.00** (Digital)
- Purchase (Lifetime): **\$90.75** (Digital)
- ISBN-13: 9780138205218 (Digital) | ISBN-13: 9780137837113 (Hardcopy)

Please purchase the textbook(s) from the campus bookstore in Nideyinàn (formerly the University Centre) or through the bookstore website: <https://carleton.ca/campus-services/the-bookstore/>.

### **Marketing Plan Report Case: TBA**

Please note that the cases will be made available at no cost through the Ares link on the Brightspace course website.

### **Laptop:**

Students will need a laptop in class for breakout group activities, as well as for the digital, in-person midterm and final exams.

## Grading Scheme

Class Participation	10%
Quizzes	10%
Marketing Plan Report (group)	20%
Midterm Exam	30%
Final Exam	30%
Bonus Marks	2%
<b>TOTAL</b>	<b>102%</b>

## Important Dates to Note

Quizzes	End of Each Session
Group Contract	<b>May 15<sup>th</sup></b> , 2025
Midterm Exam	<b>May 27<sup>th</sup></b> , 2025
Marketing Plan Report	<b>June 12<sup>th</sup></b> , 2025
Final Exam	TBD by University

University Academic Calendar: <https://calendar.carleton.ca/academicyear/>

## Policies & Accommodations

<https://students.carleton.ca/course-outline/>

<https://carleton.ca/pmc/current-students/academic-accommodations/>



**Stay updated with important notifications and announcements from Carleton University, by downloading the Carleton University App!**