



BIT 2002B: MARKETING IN THE IT SECTOR

Winter 2026

Instructor	Kajal Agarwal
Email Address	Kajal.agarwal@carleton.ca
Class Times	Tuesday 2:35 – 5:25 PM
Modality	In-Person
Office Hours	By appointment
Office Location	
TA Name/Email	

Pre-Requisites & Preclusions:

Prerequisites: Restricted to students in the B.I.T Degree Program.

Preclusions: Additional credit for BUSI 2204.

Course Description/Instructor's Statement

Carleton Calendar Description

Basic problems and practices in marketing. Marketing strategies, planning, packaging, branding and promotion at the level of the individual firm; distribution channels.

Includes: Experiential Learning Activity

Instructor's Description:

Marketing concepts will be explored through the lens of the technology industry, with a focus on how marketing principles apply to IT products, services, and innovations. In addition, this course is designed to help students develop foundational research and communication skills essential for effective marketing decision-making and career success in marketing-related fields. As an introductory course, it offers a comprehensive overview of the marketing process, laying the groundwork for more specialized study in advanced marketing courses.

Course Learning Objectives:

1. Analyze the role of marketing within organizations and understand its theoretical foundations.

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2. Apply core marketing concepts, analytical tools, and techniques used in marketing management.
 3. Understand and evaluate the elements of the marketing mix and how they interact to shape strategy.
 4. Assess environmental factors and customer behavior that influence marketing decisions.
 5. Begin developing the analytical, strategic, and implementation skills required for effective decision-making in marketing and related management fields.

Required/Optional Materials & Prices

Philip T. Kotler, Gary Armstrong (2020) Principles of Marketing, 19th Edition (Pearson)
ISBN: 9780137991839
Price: 67.99

Textbook (s) available at the Campus Store in Nideyinàan or order online for pick up: <https://carletonshop.ca/Course/term>

Grading Scheme

Contribution to Class Discussion	15%
Midterm Exam	20%
Group Project: Comprehensive Marketing Plan – Written Report	25%
Group Project: Presentation	5%
Final Exam	35%
TOTAL	100%

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!

Preparation and Participation:

Active and thoughtful participation is essential to student success in this course. Just as engagement is expected in professional meetings, contributions in class discussions demonstrate preparedness, critical thinking, and a willingness to collaborate. Participation includes consistent, meaningful contributions, not simply attendance. Arriving late or leaving early (without prior notice and valid reason) is disruptive and may negatively impact student participation grade.

Students are expected to complete all assigned readings in advance and come prepared to discuss the material. Any changes to readings or preparation requirements will be communicated through Brightspace.

Attendance is mandatory for group project presentations and guest speaker sessions. Missing any of these sessions may result in a deduction of up to 5% per week from your final course grade.

Students who are consistently unprepared, disruptive, or disengaged may receive a participation penalty of up to 10% of their final grade.

Course Schedule

Week	Date	Topics	Readings	Due This Week
1	January 6	<ul style="list-style-type: none">• Course Introduction• Review Course Outline & Brightspace• Introduction to Marketing	Chapters 1, 2	
2	January 13	<ul style="list-style-type: none">• Marketing Strategy• Marketing Environment• Business-to-Consumer & Business-to-Business Marketing• Review Group Project requirements <p><i>Time will be allocated to form groups for the Group Project</i></p>	Chapters 3, 5, 6	
3	January 20	<ul style="list-style-type: none">• Marketing Research / Market Information• Segmentation, Targeting and Positioning <p><i>Time will be allocated to confirm group members for the Group Project</i></p>	Chapters 4, 7	

4	January 27*	<p>*NOTE: this lecture will be delivered asynchronous. The Zoom Link will be shared prior to the class.</p> <p>Product</p> <ul style="list-style-type: none"> Developing New Products, Services, and Value Innovation and Competitiveness 	Chapters 8, 9	
5	February 3	<p>Price</p> <ul style="list-style-type: none"> Pricing Strategy and Value Midterm Exam Review 	Chapters 10, 11	
6	February 10	In-Class Midterm Exam		
7	February 17	No Classes; Winter Break		
8	February 24	<p>Place</p> <ul style="list-style-type: none"> Distribution / Marketing Channels 	Chapters 12, 13	
9	March 3	<p>Promotion</p> <ul style="list-style-type: none"> Integrated Marketing Communication Sales Promotion and Personal Selling 	Chapters 14, 16	
10	March 10	<p>Promotion (Cont'd)</p> <ul style="list-style-type: none"> Advertising, PR and Direct Response Global Marketplace 	Chapters 15, 17, 19	
11	March 17	<ul style="list-style-type: none"> Group Presentations Workshop Final Exam Review 		
12	March 24	In-Class Final Exam		
13	March 31	<p>Group Presentations</p> <p><i>Attendance Mandatory</i></p>		Group Presentations
14	April 7	<p>Group Presentations</p> <p><i>Attendance Mandatory</i></p>		Group Presentations

				Group Written Report Due
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***Refer to Academic Calendar for dates University Closed Dates and Holidays**
<https://calendar.carleton.ca/academicyear/>

Late Assignments:

No late assignments will be accepted unless previously discussed and/or documentation is provided.

Midterm & Final Exam:

The midterm and final exams will take place during regular class time and will assess your understanding of course material covered to date. It will include a combination of multiple-choice and short- or long-answer questions, based on assigned textbook chapters, in-class lectures, discussions, and any guest speaker content presented prior to the exam. The specific scope and format will be confirmed in class in advance.

The midterm will be administered through Brightspace. Students are required to bring a laptop to class in order to complete the exam. A printed version will be provided only upon prior request or for approved accommodation purposes.

If e-Proctoring is implemented for digital exams, the minimum computing requirements are as follows:

- Hardware: Laptop
- OS: Windows 10, Mac OS 10.14, Linux Ubuntu 18.04
- Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Note: Chromebooks, tablets (Android, iOS, Windows), and smartphones are not supported. You must complete your exams using Windows-based or MacOS computers.

Deferred In-Class Quizzes/Tests or Midterms:

In the event that you are unable to write a midterm, test, or other scheduled assessments due to extenuating circumstances (such as a death in the family, illness, etc.), you must provide appropriate supporting documentation to your professor. Upon review, a deferred test may be offered. Please note that students who do not provide valid documentation or fail to offer a reasonable explanation for missing an assessment will receive a grade of 0% for that test.

The midterm deferral will be held on Monday, Feb 23 at 7:15am.

Deferred final exams:

If you wish to defer a **Formal Final Exam**, you – the student – must reach out to the registrar's office with the proper documentation prior to the deadline (please refer to <https://carleton.ca/registrar/deferral/> for dates). Once the request has been put through, your instructor will be notified for their approval.

Use of Generative Artificial Intelligence

This is an AI-forward course. Students are expected to use generative-AI tools (e.g., ChatGPT, Claude, Copilot) as thought partners and assistants to enhance the quality of their work. Assignments will be graded assuming students had full access to AI support. Use these tools responsibly. That is, verify outputs, apply your own judgment, and cite AI use when relevant. The goal is not to outwit AI but to elevate your learning through it. You can access resources related to citing Generative AI on the [MacOdrum Library website](#). Additional resources are also available on Carleton's [Artificial Intelligence Hub](#).

Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>				X

BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>				

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 anyone 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.

Grading

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

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

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

Pregnancy Accommodation

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: [Pregnancy](#)

[Academic Accommodation Information - Equity and Inclusive Communities](#)

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: [Academic](#)

[Regulations for Students with Religious Obligations < Carleton University](#)

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 its 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: [Sexual Violence Prevention & Survivor Support - Equity and Inclusive Communities](#)

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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

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 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 <https://carleton.ca/its/get-started/new-students-2/>
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