



BUSI 2208 D: Introduction to Marketing

Winter 2026

Instructor	Dora Wang
Email Address	Dora.wang@carleton.ca
Class Times	Wednesdays, 2:35 pm – 5:25 pm
Modality	In-person
Office Hours	By appointment
TA Name/Email	<i>TBD</i>

Pre-Requisites & Preclusions:

Prerequisites: BUSI 1011 (or BUSI 1004), ECON 1001 and ECON 1002 (or ECON 1000), and one of BUSI 1701, PSYC 1002, SOCI 1005

Preclusions: Precludes additional credit for BUSI2204

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:

In this course, students will:

1. Develop an understanding of 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 behavior of consumers within them

2. Develop an understanding of 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; and
5. Develop teamwork skills and group leadership skills

Required/Optional Materials & Prices

Textbook: Armstrong, Gary, Philip Kotler, Danielle Wilson and Valerie Trifts (2024) Marketing: An Introduction, Canadian Edition, 8th edition, North York, ON: Pearson Canada Inc.

- Price: The Campus Store – last selling price \$66.00
- Price: 6-month e-book access for \$67.99 from the publisher's website (Pearson): <https://www.pearson.com/en-ca/subject-catalog/p/marketing-an-introduction-canadian-edition/P20000007652/9780137837175>)

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

e-Proctoring requirements:

Please note that tests and examinations in this course will use a remote proctoring service provided by Scheduling and Examination Services. You can find more information at <https://carleton.ca/ses/e-proctoring/>

The minimum computing requirements for this service are as follows:

Hardware: Desktop, or Laptop

OS: Windows 10, Mac OS 10.14

Internet Browser: Google Chrome, Mozilla Firefox, Apple Safari, or Microsoft Edge

Internet Connection (High-Speed Internet Connection Recommended)

Webcam (HD resolution recommended)

Note: Tablets, Chromebooks and Smartphones are not supported at this time. Windows-based tablets are not supported at this time.

Grading Scheme

1. Contribution	10%
2. Group Project (Comprehensive Marketing Plan Assignment) <ol style="list-style-type: none"> a. Proposal (5%) b. Written Report (25%) 	30%
3. Midterm Exam	30%
4. Final Exam	30%
5. Bonus Marks	2%
TOTAL	102%

1. Contribution (10%)

Student contribution to the course will be assessed over the course of the term. 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 engagement in breakout group activities, 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.

Please note that group and individual activities will be integrated into lectures and form the basis for your participation grade in addition to in-class engagement. To ensure that you receive credit for in-class contribution, make sure to attend all lectures so that you can participate in breakout group activities and contribute to the class discussion.

10% of your grade is allocated for class participation. Throughout the term, there will be five scheduled class engagement activities. You can find the schedule in our course outline. Class engagement #3 – Dry-run COMAS is mandatory, accounting for 2%. The other four activities account for 8% of your grade. Your grade for this portion will be determined by how many you complete - 3 or 4 activities: 8%; 2 activities: 6%; 2 activities: 4%; 1 activity: 2%; 0 activities: 0%.

10% of your grade is allocated for class participation. This is divided into two components: 1) COMAS Dry-run in class (2%). This is a mandatory. 2) Engagement Activities (8%): Throughout the term, there will be five scheduled engagement activities. You can find the schedule in our course outline. Your grade for this portion will be determined by how many you complete - 4 or 5 activities: 8%; 3 activities: 6%; 2 activities: 4%; 1 activity: 2%; 0 activities: 0%.

2. Group Project (30%)

A major take away from this course is the ability to construct a marketing plan. You will have the opportunity to practice this skill as part of a group that you form. You should expect to spend a considerable amount of time and effort on the Marketing Plan assignment, so plan your time wisely.

For the marketing plan assignment, you and/or your group members will find a company to work with to complete a full marketing plan. A grading rubric for the assignment will be posted on Brightspace.

There are two portions of the assignment. Groups must work as a team to identify a company facing a real marketing challenge and submit a proposal identifying both the company and the challenge. Groups must receive professor approval for the company and challenge prior to proceeding (Proposal: 5%). The groups will also need to submit a full marketing plan at the end of the term (Report: 25%). See class schedule for due dates.

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. That said, it is inevitable that students will take lead on certain parts of the assignment as they divide the work. *As such, please note that every part of the written group project must be labelled with the name of the person(s) who wrote that section. It is essential that you include the author(s)' names in the headings of each section and sub-section so that this will be included in the table of contents as well.* This does not preclude the expectation that the document read as a single report that flows well as stated above.

The Marketing Plan assignment, Declaration of Academic Integrity and Peer Evaluations should all be uploaded through Brightspace.

3 and 4. Midterm and Final Exam (30% each)

Please note that both the Midterm and Final Exams will be e-proctored by CoMaS.

Midterm Exam: The midterm will be an in-person, digital exam. It 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 announced in class prior to the exam. No make-up exam will be given unless it is a documented extreme circumstance. In all cases, you must provide supporting documentation within five days after the originally scheduled midterm exam.

Final Exam: The final examination will be an in-person, digital exam and 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.

The exams should be completed by your own efforts and should not collaborate with any other person for ideas or answers. Violations of academic integrity are a serious academic offence, 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. Should you wish to review your exams, you need to book an appointment with the professor within one week after receiving your exam grade.

5. Bonus Marks (2%)

Students have the opportunity to earn bonus credit in this course through two ways: 1) participation in research studies at the Sprott School of Business, and 2) participation in skill

development workshops offered by the Centre for Student Academic Support

1) Research studies: As a student enrolled in BUSI 2208, you are eligible to participate in behavioural research in exchange for bonus credit in this course. You will receive 1% bonus credit for each hour of participation in a research study, up to a potential maximum of 2%. Any bonus credit earned will be added to your final grade at the end of the term. Sign-up for studies is managed via the Sprott SONA research registration system, located at <https://sprott.sona-systems.com/>. All students registered in this course will receive an email from “Sprott Research Study Sign-Up System” sprottadmin@sona-systems.net at the beginning of the term (typically after the course add/drop date), containing the user ID and password that they can use to sign in. In addition to registering to take part in studies, you can use the SONA system to track your participation and ensure that your bonus credit is recorded. If you have questions, please email: behaviourlab@sprott.carleton.ca for more information.

To learn more about SONA research, including contact information, please visit:
<https://sprott.carleton.ca/current-students/undergraduate-students/participating-in-sprott-research-sona/>.

IMPORTANT NOTE: We do not guarantee that a full 2% bonus credit will be available. Due to variations in research schedules, the number of studies offered each term will vary. In addition, since space in some studies may be limited and certain studies may only be available for a limited time, you are encouraged to register for studies as soon as they become available. You will receive an email notice when a study becomes available.

2) Skill development workshops: As an alternative to participating in research studies, you may take online workshops offered by the Centre for Student Academic Support. This class is participating in the Incentive Program. Since your completion of the workshops will be tracked by CSAS, you must self-enroll through the CSAD Online Learning Community, at: <https://carleton.ca/csas/support/learning-and-writing-support-workshops/>. Please note that while you are encouraged to take the Online Learning Orientation workshop, it is not part of the Incentive Program. For each workshop you take during Fall Semester 2024, you will receive 1% bonus credit, up to a maximum of 2%. You may not count workshops completed for other courses or during other time periods towards bonus credit. You may choose to combine participation in research studies with completion of online workshops. For example, if you participate in two 30 minute research studies, you would earn 1% bonus credit. If you then completed an online workshop, you would earn an additional 1% bonus credit, towards the maximum of 2%. Please note that certification of completions for these workshops must be uploaded to Brightspace prior to the end of our last scheduled classroom session.

Late Assignments:

Late submission will be penalized 5% of the deliverable grade per day (e.g., an assignment graded 8 marks will be penalized 0.4 marks per day). No late deliverables will be accepted after 5 days past the stated deadline. Missing deliverable will receive a mark of zero, and there is no make-up assignment. Extensions may be granted in the case of exceptional circumstances. You must discuss these circumstances with your instructor at least 24 hours before the assignment due date. Please note that discussing the situation is not the same as merely informing your

instructor.

Note: Please keep an electronic copy for every exercise and assignment you submit.

Deferred Examinations/Assignments:

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. Your final exam will be formally scheduled. If you miss the deadline for applying for a deferral, please reach out to your instructor personally to discuss.

Deferred Midterm Date: March 2.

Location: TBD.

Midterm deferrals will be granted only in extenuating circumstances. Students must notify the instructor about the need for deferral and the reason *prior* to the start of the midterm. In the case where a midterm deferral is granted, a single date and time for the deferral will be set for any student who was unable to write on the original date. **The deferred midterm is scheduled on Mar. 2, at 7:15 am, in Nicol Building.** No other deferral options will be considered. If you miss the deferred midterm exam, you will receive a mark of zero for the midterm exam.

Preparation and Participation:

This is an in-person class, and you are expected to attend all sessions and arrive on-time. You must come to class prepared by having checked the course Brightspace for any announcements/updates, and having read the required textbook chapter as noted in the class schedule. In-class group/individual activities that occur during class time contribute towards your Contribution grade and **cannot be made up** should you miss a class.

To request a review and re-evaluation of your assignments, please submit your request **within 3 days of the grade being posted.**

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!

Use of Generative Artificial Intelligence

This is a human-centered course. In this course, evaluation focuses on what you can do *without* AI assistance. While you are welcome to use AI tools to explore ideas, study, or clarify concepts, all submitted work must represent your independent thinking and original effort. Use AI for learning, not for producing graded submissions. Your understanding and reasoning – not AI output – will form the basis of assessment. Using AI for graded submissions constitutes academic integrity violation.

Course Schedule

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

*Please note that additional cases and articles may be added to Brightspace throughout the term to support in-class sessions. All readings will be posted a minimum of 72 hours prior to the in-class session.

Week #	Week of	Topic	Notes and Due Dates
1	Jan 7	Course Administration and Overview Marketing: Creating Customer Value and Engagement (Chapter 1)	Read Course Outline prior to class
2	Jan 14	Company and Marketing Strategy (Chapter 2) Analyzing the Marketing Environment (Chapter 3)	
3	Jan 21	Library Information Session (mandatory) Review additional library videos Finalize Groups for Marketing Plan Assignment	Class engagement 1 (break-out activity on SWOT) Group list Due
4	Jan 28	Customer Value-Driven Marketing Strategy (Chapter 6) Discuss the Marketing Plan Assignment proposal	Class engagement 2 (break-out activity on proposal)
5	Feb 4	Managing Marketing Information to Gain Customer Insights (Chapter 4)	Mandatory – COMAS dry-run in class
6	Feb 11	Understanding Consumer and Business Buyer Behavior (Chapter 5)	Project Proposal Due at 11:59 pm, Feb 11

<i>Reading week – Enjoy (Feb. 16 – 20)</i>			
7	Feb 25	Midterm Exam	
8	Mar 4	In-class case and assignment discussion	Class engagement 3 (break-out on mini-case analysis)
9	Mar 11	Products, Services and Brands (Chapter 7) Developing New Products and Managing the Product Life Cycle (Chapter 8)	Class engagement 4 (break-out on group project)
10	Mar 18	Pricing (Chapter 9)	Class engagement 5 (break-out on group project)
11	Mar 25	Engaging Consumers and Communicating Customer Value: Marketing Communications (Chapter 12) Search Engines, Social Media, Mobile and Analytics (Chapter 13)	
12	Apr 1	Marketing Channels (Chapter 10) Retailing and Wholesaling (Chapter 11)	Final Group Project due at 11:59 pm, Apr 5. (Final Report, Peer Evaluations, Declaration of Academy Integrity must all be uploaded on Brightspace)

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
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to</i>				x

<i>appropriate business contexts.</i>				
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>	x			

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 academicadvising@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/>
