



BUSI2208B: Introduction to Marketing

FALL 2026

Instructor	Lei Li
Email Address	LeiLi4@cunet.carleton.ca
Class Times	Tuesdays at 11:35 to 14:25
Modality	In-person
Office Hours	By appointment
Office Location	5051 Nicol Building
TA Name/Email	TBD

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:

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-canadianedition/P200000007652/9780137837175>

Laptop: Students will need a laptop in class for breakout group activities.

Grading Scheme

1. Contribution	10%
2. Group Project Written Report (Comprehensive Marketing Plan Assignment)	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 the attention of the class relevant items of interest from the media or personal experiences. The professor will keep track of student participation throughout the term. You are also required to keep a record of your own participation.

Please note that **Breakout Group activities** will be integrated into lectures and form the basis for 5% of 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.

2. Group Project (30%)

A major takeaway 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. See course schedule for due date for submission of group membership. Groups must work as a team to identify a company facing a real marketing challenge and submit both the company and the challenge for approval by the date shown on the class schedule. This is a mandatory checkpoint, and students cannot proceed without first having their company and challenge approved. 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)

Midterm Exam: The midterm will be an in-person 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 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 you 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 participation in **Skill Development Workshops** offered online by the Centre for Student Academic Support through their Incentive Program.

Since your completion of the workshops will be tracked by CSAS, you must self-enroll through the CSAS Online Learning Community at: [Incentive Program - Centre for Student Academic Support](#)

For each workshop you take during Fall Semester 2026, 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. ***Please note that certification of completions for these workshops must be uploaded to Brightspace prior to the end of our last scheduled classroom session.***

Important Notes:

Late Assignments

Assignments submitted past the due date will receive a penalty of 5% per day. Assignments that are not submitted after 7 days past the due date will receive a grade of 0. Exceptions to this include verifiable illness and emergencies, only when communicated directly to me within three (3) business days following the due date.

Deferred Examinations/Assignments

Midterm Exam Deferral: 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. 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.

Also note that the weight of the midterm will NOT be transferred to the final as the exams focus on different material. 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 deferral will be held on Monday, November 09, 2026, 7:15 AM, Location: TBA

Final Exam Deferral: 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. If you wish to defer a Midterm or an Assignment, please reach out directly to your instructor to discuss. For more information or to apply for a deferral, visit: <https://carleton.ca/registrar/deferral/>

Important Dates to Note

Contribution to Class Participation (5%)	Ongoing
Mandatory Library Information Session	September 29, 2026 (in-class session)
Breakout Sessions #1, #2, #3, #4 (5%)	Sept 29, Oct 06, Nov 24, Dec 01
Group Membership due for Final Project	October 01, 2026 (due by 11:59 pm via Brightspace)
Group Project Company and Marketing Challenge due for approval	October 20, 2026 (due by end of class via Brightspace)
Midterm Exam (30%)	November 03, 2026 (in-class)
Group Project Written Report (30%)	December 08, 2026 (prior to class via Brightspace)
Final Exam (30%)	December 12-23, 2026, TBA

* Please note – if you are granted a midterm deferral, it will be written Monday, November 09, 2026, 7:15 AM, Location: TBA.

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!

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. Breakout groups that occur during class time contribute towards your Contribution grade and cannot be made up should you miss a class.

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 an academic integrity violation.

Course Schedule

Session #	Date	Topic	Notes and Due Dates
1	Sept 15	Course Administration and Overview Marketing: Creating Customer Value and Engagement (Chapter 1)	Read Course Outline prior to class
2	Sept 22	Company and Marketing Strategy (Chapter 2) Analyzing the Marketing Environment (Chapter 3)	
3	Sept 29	Library Information Session Discuss the Marketing Plan Assignment proposal	In-Class Breakout: Session #1 (SWOT). Finalize Groups for Marketing Plan Assignment (due by October 01, 11:59 pm). Students to self-select their team through the Brightspace link.
4	Oct 06	Customer Value-Driven Marketing Strategy (Chapter 6)	In-Class Breakout: Session #2 (Segmentation).
5	Oct 13	Managing Marketing Information to Gain Customer Insights (Chapter 4)	Discuss the grading rubric for the final marketing plan.

6	Oct 20	Understanding Consumer and Business Buyer Behavior (Chapter 5)	* Final deadline for submitting group project companies and marketing challenge (due by end of class, to be submitted via Brightspace). Note: Failure to submit by this date for approval will result in a 2% penalty to your final grade.
	Oct 27	<i>Reading week – No Class, Enjoy</i>	
7	Nov 03	MIDTERM EXAM	
8	Nov 10	Products, Services and Brands (Chapter 7) Developing New Products and Managing the Product Life Cycle (Chapter 8)	Midterm Review
9	Nov 17	Engaging Consumers and Communicating Customer Value: Marketing Communications (Chapter 12)	Revisit Final Marketing Plan discussion
10	Nov 24	Search Engines, Social Media, Mobile and Analytics (Chapter 13)	In-Class Breakout: Session #3 (Advertising)
11	Dec 01	Pricing (Chapter 9)	In-Class Breakout: Session #4 (Pricing)
12	Dec 08	Marketing Channels (Chapter 10) Retailing and Wholesaling (Chapter 11)	Final Group Projects due prior to class. (Final Report, Declaration of Academic Integrity, and Peer Evaluations, must all be uploaded on Brightspace by the beginning of class)
Final Exam	TBA		During the university's formal exam period, December 12-23, 2026.

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>				✓
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				✓

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>		✓		
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				✓
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 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.

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:

carleton.ca/equity/wpcontent/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/wpcontent/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 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: 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/wpcontent/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 cooperation 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-students2/>
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