



**BUSI 2204 B**  
**Basic Marketing**  
**Winter 2014**

**Professor:** Dr Les Melamed  
**Office:** Room 919, Floor 9 Dunton Tower  
**Office Hours:** Tuesdays 10:15 a.m. – 11:15 a.m.  
**Class:** 11:35 a.m. – 2:25 p.m. Tuesdays  
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**Teaching Assistant:** TBD  
**Teaching Assistant E-mail:** TBD

*Please read this course outline carefully. A good understanding of it will be a big help in learning, and in achieving good grades.*

The School of Business enforces all prerequisites. It is the student's responsibility to ensure that the prerequisite requirements are met. Failure to meet the prerequisites may result in your deregistration from this course any time into the term.

**Basic Marketing (from Calendar) BUSI 2204**

Basic problems and practices in marketing. Marketing planning tools and strategies of firms. Precludes additional credit for BUSI 2208. May not be used for credit toward B.Com. or B.I.B. Prerequisite(s): restricted to students enrolled in B.I.D., B.P.A.P.M., Minor in Business, Minor in Entrepreneurship, Management Concentration in Engineering, or B.C.S. (Business Stream).  
Lectures three hours a week.

**Course Objectives**

The main objectives of BUSI 2204 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, economy, and society at large. As an introductory course, it will present a comprehensive overview of the entire marketing process. It will offer you a chance to consider the subject in its entirety, but it is only a beginning.

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 buyers 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.

### **Textbook**

Grewal, Dhruv, Michael Levy, Ajax Persaud and Shirley Lichti (2012), Marketing, Second Canadian Edition. Toronto: McGraw Hill Ryerson Ltd.

There are 2 purchase options for this textbook:

- 1) Purchase the hardcopy textbook package which includes access to Connect + an eBook version of the text (ISBN: 9780071320382)
- 2) Purchase Connect code only which includes an eBook version of the text (no hardcopy) (ISBN: 9780070912663)

The hardcopy package is available to purchase at the Carleton University Bookstore, Haven Books, or elsewhere, and the Connect access code with eBook package can be purchased directly online via <http://www.mcgrawhill.ca/highereducation/products/9780071320382/marketing,+2nd+cd+n+ed.+with+connect+access+card/>

Connect is a study resource for this course which includes an interactive eBook, self-study quizzes, interactive Marketing exercises and LearnSmart- an adaptive learning technology which should make your study time more effective and efficient.

### **EVALUATION and ASSIGNMENTS**

#### **Grading**

	<b>%</b>
Written case analysis	20
One-pagers	5
Site Visit report	15
Mid-term test	20
Final exam	25
Participation and Attendance (including LearnSmart Assignments)	15
<b>Total</b>	<b>100</b>

Note: In addition to achieving a minimum aggregate grade of 50% in the course, students must achieve a minimum grade of 50% on the final exam and a minimum average grade of 50% on the written assignments to pass the course.

- Unsatisfactory In-term Performance in this course will lead to:

Failure in this course (regardless of the performance at the Final exam or final project) Yes  No

FND grade in this course (in case of missed Final exam or any projects) Yes  No

### **Class Participation and Attendance**

Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent to professionals' participation in meetings

Attendance will be taken at each class. In-class participation and attendance will count for 5% of your final grade. 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.

**Class preparation:** Study the assigned text chapters and assignments before each class. Please be prepared to discuss the contents of the assigned chapters, as well as the cases described at the end of each chapter in class on the day for which is assigned.

**"Learnsmart" Assignments:** "Learnsmart", part of the Connect material provided online with the textbook will contain a number of assignments. Completion of these assignments by the due dates for each one will help in developing an understanding of the basic concepts of the course. Completion of each of the assignments by the due dates for each one will contribute 10% to the participation mark. This is an individual assignment,

### **Assignments and Late Penalty**

All assignments are due at the start of the class in typewritten form. All should include your name and student number on the top of the first page.

Once the lecture starts, the assignment is late. Late assignments are penalized at the rate of 20% of the value of the assignment per day. This includes the first day. If you hand your assignment in after the lecture begins, you will lose 20%. If your assignment is late, make arrangements to deliver the assignment to the teaching assistant at a time that is mutually convenient. The Business School staff on floor 7 or floor 8 in Dunton Tower will not accept assignments.

Always retain a copy of all assignments submitted.

## **Method and Overview of Formal Assignments**

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 ideas and to let others benefit from them. Short case studies and written assignments will help develop and test your decision-making and communication abilities.

### **Written Assignments**

There are three types of written assignments. Each of these is described as follows:

#### **One-Pagers – Individual projects**

Please find an article or story about marketing in a newspaper or business magazine, or from a source on the internet and produce a one-page typewritten summary which illustrates the topic of interest in the course. These items must have been published recently, within the past few days, or weeks. These are to be submitted, as per the class schedule.

Use the following headings:

- Date and source
- Headline (or title)
- Companies involved
- Marketing Issue
- Marketing implications / How did they deal with it?

Use double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent.

You will receive full credit for each of the one-pagers turned in, provided that it follows the required headings and is of suitable content. Those who do not follow these headers will lose 50% on the assignment. The one-pagers will not be returned.

#### **Site Visit (Two-person assignment)**

Walk into any business (e.g. Canadian Tire, Metro, Loblaws, Shoppers Drug Mart, The Bay, Best Buy, a bank, a museum), and spend 45 minutes to an hour looking around, or just sitting and observing. Select only businesses that also market their goods and services through a web site.

Spend some time looking at the organization's web-site and other material you consider relevant.

On the basis of your observations (and assuming that what you see is representative of the overall situation): Describe the marketing efforts you see going on in the store (not

limited to the efforts of individual sales people) and identify some opportunities for increased revenues and/ or profits and/or customer service and/or market share. Use the 4 Ps and “The Customer” as the primary focus for your report. Make sure to indicate the date, time, name and address of the business you visited. If you do speak to the staff, do not tell them the purpose of your visit. Also seek out as much additional information as you feel is helpful for your assessment.

The written report should have a maximum length of 8 word-processed pages (not including title page, appendices, exhibits, and references). Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is assumed in the length.

The grading scheme for the Site Visit will be posted on CU Learn

The report should use the headers shown in the site visit grading scheme posted on CU Learn.

One project write-up is required for the group.

### **Written Case Analysis: group project – (5-person group assignment)**

The written case analysis will be implemented and a report written by self-selected teams. The team size will be specified in class. It will be done as a group project. Only one project write-up is required for the whole group

The purpose of the project is to allow you to take a real-life marketing problem, analyze it, and offer a well thought out solution.

#### **The Assignment**

As a group, select a real life-marketing problem of interest to you.

This problem may be one faced by a company of which you are a part, or one faced by a company where you can get access to enough information to work on solving the marketing problem. Alternatively, you may have an idea about a business you'd like to be in, or a product you'd like to market and could select the marketing problems associated with that idea to work on in your project. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, local press stories, etc.

Once you have selected the problem, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives and make your recommendations.

The project consists of a case analysis of a real-world current issue for an organization that you will locate and identify. Your report will consist of a detailed and comprehensive description of the situation facing the manager and an analysis with

recommendations for action for the organization.

Note: Please do not choose any of the following companies as the main focus for your project: Apple; RIM; Samsung.

Instructor approval (or pre-clearance) of your selected topic is required .

### **Organization and format:**

The report must be in the form of a word processed document and should not exceed 15 pages, double spaced not including appendices, exhibits, and references. Be concise. Submissions exceeding the above limits will have 2 marks deducted per excess page. Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is assumed in the length limit. Properly acknowledge all material used in your report that is not your own. Please use in-line citations and include a list of sources cited (Chicago Manual of Style, author/date style. For more information, consult: <http://library.osu.edu/sites/guides/chicagofd.php>).

### **Tips about case analyses**

Cases are brief descriptions of a situation in which an organization finds itself at a certain point in time. The main purpose of casework is to identify the problem(s) / opportunities facing the organization and to make decisions on how to solve them. You should put yourself in the position of the decision maker. You may feel uncomfortable making such decisions even after you have done a thorough analysis of all the information in the case. Some of what you consider to be key pieces of information may be missing, but this is reality. Management decisions are never made on the basis of complete information.

It is expected that students will demonstrate the ability to undertake secondary research about the case and apply course concepts in the case analysis. Seek out as much additional information as you feel is helpful. You are expected to access available resources such as Carleton University library services (e.g., do not simply undertake a Google or Wikipedia search). Generally, researching the cases will require considerable legwork. Thus, effective team organization and division of labour will have an important bearing on the success of the group case preparation.

The report should use the headers shown in the case grading scheme posted on CU Learn.

### **Grading of Projects done in groups: Assessing team-mate performance for the Written Case Analysis project**

A group grade will be assigned to team projects, but not all members in the group will necessarily receive the same grade. When the report is turned in, each group member will individually and separately turn in a group evaluation as follows:

Each member will take 100 points and allocate those points to all the group members

(including him- or herself) in accordance with the work done by each member. So, if there are 4 members in a group, and all 4 group members contribute equally, each would be allocated 25 points. But, if a problem member (hopefully we will have none of these) contributed very little, the remaining group members might individually allocate very few points to that member. If most of the members of a group independently assign few points to a particular member (indicating little contribution), that individual's grade for the Project will be adjusted downward depending on how severe the lack of contribution.

Rating of team mates is an individual activity, and each group member should submit their team mate ratings separately to the instructor.

### **Midterm and Final Exam**

The midterm exam will be held during regular class time. It may consist of multiple choice, short-answer, or essay questions, or may take the form of a short case. Details on the format of the exam will be discussed in class. Regardless of format, the midterm will be based on the textbook chapters assigned up to the midterm date and all lectures and materials covered in class.

The final examination will be held during the formal exam period. The exact date and time will be announced later in the term. The final examination will be based on all topics covered (in class and in the textbook and readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class.

## **COURSE MANAGEMENT**

### **Use of CU Learn**

The course website runs under the CU Learn course management system and 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 CU Learn as soon as they become available. In line with Spratt policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation an announcement will be posted on CU Learn as soon as possible.

### **Email Policy**

In keeping with Carleton University policy, your Connect or CUMail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). Please be aware that I do not always respond to student emails over the weekend. During the week I will try to answer your emails within 48 hours; you should not expect an immediate response. I will also not answer by email questions that have already been asked and answered in class.

## **Cellular Phone Usage, Recordings and Photography**

The use of cellular phones is not permitted. It is disruptive to the professor and class members. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

The use of photography and recordings are also not permitted

## **Inability to Complete an Assignment or Write the Midterm due to Illness**

Students who are not able to contribute to a group project, submit an individual assignment, or write the midterm exam due to a certified illness will have the weight of the assignment/exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

Students who can not hand the individual case study in by the assigned deadline due to certified illness may have the deadline extended, depending on the contents of the doctor's note. Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.

Please note that in this course for all occasions that call for a medical certificate you must use or furnish the information demanded in: [http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med\\_cert.pdf](http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf)

<b>Course Schedule</b>		
<b>Date</b>	<b>Chapter #</b>	<b>Assignments due</b>
07-Jan-14	Chapter 1 Overview of Marketing; Chapter 2 Developing a Marketing Plan and Marketing Strategies	
14-Jan-14	Chapter 3 Analyzing the Marketing Environment	One- Pager Due; Provide a list of team mates for the written case analysis. Register for LearnSmart on-line, and begin doing them weekly on-line
21-Jan-14	Chapter 5 Consumer Behaviour; Chapter 6 Business-to-Business Marketing	
28-Jan-14	Chapter 7 Segmentation Targeting and Positioning; Chapter 8 Developing New Products	One- Pager Due
04-Feb-14	Chapter 9 Products, Branding, and Packaging Decisions; Chapter 10 Services: The Intangible Product	Site visit report due
11-Feb-14	Written Case Review / discussion of project topics	Approval of written case analysis topic
18-Feb-14	Reading Week – No Classes	

<b>Course Schedule</b>		
<b>Date</b>	<b>Chapter #</b>	<b>Assignments due</b>
25-Feb-14	Midterm Exam	
04-Mar-14	Chapter 14 Integrated Marketing Communications; Chapter 15 Advertising, Sales Promotion and Personal Selling	One- Pager Due
11-Mar-14	Chapter 11 Pricing Concepts and Strategies: Establishing Value	Written Case due
18-Mar-14	Chapter 12 Marketing Channels: Distribution Strategy; Chapter 13 Retailing	One- Pager due
25-Mar-14	Chapter 4 Marketing Research and Information Systems	All LearnSmart Exercises due
01-Apr-14	Chapter 17 Ethics and Socially Responsible Marketing	
08-Apr-14	Final course review	

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

### **Group work**

The Spratt 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.

### **Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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                  WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

### **Academic Regulations, Accommodations, Plagiarism, Etc.**

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 Accommodations**

### **Academic Accommodations for Students with Disabilities**

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

#### *For Religious Obligations:*

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

#### *For Pregnancy:*

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

### **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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

**Assistance for Students:**

Student Academic Success Centre (SASC): [www.carleton.ca/sasc](http://www.carleton.ca/sasc)

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): [www.carleton.ca/sasc/peer-assisted-study-sessions](http://www.carleton.ca/sasc/peer-assisted-study-sessions)

**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.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>