



Carleton University  
BUSI 2204 A  
Introduction to Marketing  
Summer 2014

**Professor:** Dr. Michel Rod

**Office:** 1708 DT

**Office Hours:** Mondays/Wednesdays, 2:30-3:30 p.m.

**Class:** Mondays/Wednesdays, 8:35 a.m. to 11:25 a.m., SA 416

**Email:** [michel\\_rod@carleton.ca](mailto:michel_rod@carleton.ca) (preferred contact method)

**Telephone:** 613-520-2600 ext. 6327

**Teaching Assistant:** TBD

**Teaching Assistant Email:**

**COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:**

Overview of the marketing function within the firm. Promotion, product design, pricing and distribution channels are examined. Consumer buyer behaviour, trends in retailing, wholesaling, sales force management and marketing research are also reviewed. Case studies are used. [0.5 credit]

**COURSE PREREQUISITES:** 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.

**BASIC MARKETING**

Basic problems and practices in marketing. Marketing planning tools and strategies of firms.

**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.

**REQUIRED READING**

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, 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 valuable study resource for this course which includes an interactive eBook, self-study quizzes, interactive Marketing exercises and LearnSmart- an adaptive learning technology which will personalize a study plan for you to make your study time more effective and efficient.

A copy of the text is on reserve in the university library.

## **COURSE NORMS**

### **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 Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on CU Learn as soon as possible.

### **Email Policy**

In keeping with Carleton University policy, your @cmail accounts 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 endeavor 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. Please use the CU Learn course discussion group to ascertain whether your classmates can assist you.

### **Cellular Phone Usage**

The use of cellular phones is not permitted in this class. It is disruptive to the professor and other class members. If you carry a phone to class, please make sure it is turned off. If your cell phone rings during class, you will be asked to leave the class and not return that day. If an emergency situation requires you to keep your cell phone turned on, please discuss this with the instructor prior to the class.

## **EVALUATION CRITERIA**

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 your ideas and to let others benefit from them. Short cases and/or other exercises may also be

integrated into the course lectures and discussions. A comprehensive project will give you the opportunity to probe and report on a marketing situation that is of particular interest to you (and your group members) and to present and defend your ideas in a public forum during the project presentation. There will also be two individual projects described further below. An in-class midterm exam and a final examination will help you consolidate the knowledge acquired throughout the course. The evaluation criteria are summarized as follows:

1. Class Attendance (5%), Preparation (5%) and Participation (5%) – all individual	15%
2. Individual Projects One-pagers	15%
3. Comprehensive Project (group)	20%
(Written report	15%)
(Presentation	5%)
4. Midterm Test	25%
5. Final Exam	25%
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Total	100%

**\*NOTE: Students must achieve a minimum grade of 50% on the final exam AND a minimum grade of 50% on the total grade for the comprehensive group project to pass this course.**

### Satisfactory In-term Performance

- The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
  - Minimum grade of 50% on the total grade for the comprehensive group project (presentation + written report = total grade).
- 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 <input checked="" type="checkbox"/>	No <input type="checkbox"/>
FND grade in this course (in case of missed Final exam or project)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

### Class Attendance and Participation:

**Your engagement and participation are necessary for learning and success.** Class participation is the classroom equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. 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 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 class attendance and participation which will count for 10% of your final grade. You are encouraged to keep a record of your own participation. 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.

Please note that attendance during the classes when the comprehensive group projects are being presented is **mandatory**; failure to attend these classes will result in a reduction of your participation grade. The penalty is 1% per week missed (e.g., your final grade will be reduced by 1% for each week of presentations missed).

### **Individual Projects and Comprehensive Group Project:**

#### **One-pagers: Individual project**

Please find an article or story about marketing in a newspaper or business magazine and produce a one-page typewritten summary which illustrates the topic of interest in the course. These are to be submitted, as per the class schedule.

#### **Written Case Analysis: group project**

This research project will be implemented and a report written as well as an oral presentation by self-selected teams. It will be done as a group project. Team size will be specified during the first lecture.

The purpose of the comprehensive group project is to allow you to take a real-life marketing problem, analyze it, and offer a well thought out solution. The comprehensive project develops your skills by allowing you to select a real life "case" of special interest to you, analyze it and solve.

Some guidelines to follow in completing the comprehensive project are:

- 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 comprehensive project.
- Once you have identified an organization and marketing problem, your group should meet with the professor. A meeting time schedule will be available in class. Not all members of your group need to attend, but whoever attends should be able to speak on behalf of the group. **Instructor approval (or pre-clearance) of your selected organization/marketing issue is required.**
- Once you have reached agreement with the professor regarding the organization and marketing issue, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives, and make your recommendations. Write a report and prepare your oral presentation as per the guidelines in the course outline and notes on case preparation contained in the grading rubric.

**Content:** The comprehensive project consists of a complete 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. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, local press stories, etc.

**Organization and format:** This major report must be in the form of a word processed document, following the formatting guidelines provided above, and *should not exceed 15 pages, double spaced, not including appendices, exhibits, and references*. Only one comprehensive project write-up is required for the whole group. It is expected that the report will be presented in a professional manner including content, formatting, binding, etc.

It is expected that students will demonstrate the ability to undertake secondary research about the organization/marketing problem or opportunity and apply course concepts in the case analysis. Seek out as much additional information as you feel is helpful. We will have a library information session in Week 2 of the course. 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.

### **Oral Presentation**

Each group is required to give a presentation based on the comprehensive project. The time used for each presentation will be announced in the class prior to the presentation day. We will decide the order of the presentations by a random draw in class before the presentations are to take place.

The presentation *must* also make use of audio-visual support materials such as PowerPoint or equivalent overhead slides, etc. Please make arrangements for any equipment (e.g., slide projector, movie projector, tape recorder, etc.) that you require (and that is not part of the regular classroom equipment) at least two weeks prior to your presentation. You will need to contact Media Technology Distribution (Room D283 Loeb, 613-520-3815) to reserve the equipment. You will also need to have the authorization form signed by the instructor in order to pick up the equipment.

If you are using computer-based projection equipment, you may want to ‘test’ your presentation media in advance. You are welcome to do so during the break in our class. In the past, some students have found that their laptops do not connect to the classroom equipment and have had better results by using a memory stick/thumb drive.

### **Midterm and Final Exam**

The midterm test will be held during regular class time. The midterm 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 discussed in class prior to the exam.

The final examination will be held during the formal exam period for early summer term courses. 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. **Please note: students must achieve a minimum of 50% on the final exam to pass the course.**

## **AN IMPORTANT NOTE ON GROUP ASSIGNMENT**

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.

## **LATE PENALTY**

All assignments (individual one-pagers and the comprehensive group project) are due at the beginning of class. Once the lecture starts, your assignment is late. It is extremely rude to interrupt the lecture to hand your assignment in; wait until the break. Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). This includes the first day. If you hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door. If your assignment is late, you must make arrangements to deliver the assignment to the professor or teaching assistant at a time that is mutually convenient. The staff in 810 DT will NOT accept assignments. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time.

## **INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE MIDTERM EXAM DUE TO ILLNESS**

Students who are not able to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final examination, upon provision of the appropriate documentation at least two weeks before the final examination.

The situation of students who cannot contribute to the group case study due to certified illness will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Students who cannot 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.** The weight of the individual case study will NOT be added to the final exam.

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)

## CLASS SCHEDULE

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

<b>Session /Date</b>	<b>Topics</b>	<b>Readings/Assignments</b>
1 May 5	- Introduction to Marketing: Course Overview - Overview of Marketing - Developing a Marketing Plan and Marketing Strategies	Chapter 1 Chapter 2
2 May 7	- Analyzing the Marketing Environment - Marketing Research - Initial Case Analysis – done in groups	Chapter 3 Chapter 4 Read Case Study Download grading rubric One pager due
3 May 12	LIBRARY INFO SESSION <b>Class will meet in the library, room number to be announced in class</b>	Rm 235 Library + Group time to work on Case Study One pager due
4 May 14	- Consumer Behaviour	Chapter 5 One pager due
Mon May 19 is Victoria Day – No Class		
5 May 21	- Segmentation, Targeting and Positioning	Chapter 7 One pager due
6 May 26	- <b>Midterm Test – in class</b>	
7 May 28	- Midterm Debrief - Integrated Marketing Communications	Chapter 14
8 June 2	- Pricing - Marketing Channels: Distribution Strategy - Retailing	Chapter 11 Chapter 12 Chapter 13
9 June 4	- Developing New Products - Product, Branding, and Packaging Decisions	Chapter 8 Chapter 9
10 June 9	- <b>Comprehensive Group Project Presentations</b>	
11 June 11	- <b>Comprehensive Group Project Presentations</b>	
12 June 16	- <b>Comprehensive Group Project Presentations</b>	<b>Group comprehensive project due</b> with Group Contract and Academic Integrity Declaration

## **IMPORTANT ADDITIONAL INFORMATION**

### **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, 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.

### **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 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/>
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## **Important Dates**

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### **SUMMER**

#### **TERM 2014**

- March 1, 2014 Last day for receipt of applications for admission to an undergraduate degree program for the summer term.
- May 1, 2014 Last day for receipt of applications for undergraduate degree program transfers for the summer term.
- May 5, 2014 Early summer and full summer classes begin.
- May 12, 2014 Last day for registration and course changes (including auditing) for early summer courses.
- May 16, 2014 Last day for registration and course changes (including auditing) for full summer courses.
- May 19, 2014 Statutory holiday. University closed.
- May 23, 2014 Last day to withdraw from early summer and full summer courses with a full fee adjustment.
- June 6, 2014 Last day to submit to the Paul Menton Centre for Students with Disabilities, formal Examination Accommodation Forms for June examinations.
- June 9-19, 2014 Fall/winter and winter term deferred final examinations will be held.
- June 10, 2014 Last day for tests or examinations in early summer courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
- June 17, 2014 Last day of early summer classes (NOTE: Full summer classes resume July 3). Last day for academic withdrawal from early summer courses. Last day for handing in term assignments, subject to any earlier course deadline.
- June 20-26, 2014 Early summer examinations may be held. Examinations are normally held all 7 days of the week.
- July 1, 2014 Statutory holiday. University closed.
- July 3, 2014 Late summer classes begin. Full summer classes resume.
- July 10, 2014 Last day for registration and course changes (including auditing) for late summer courses.
- July 23, 2014 Last day to withdraw from late summer courses with a full fee adjustment.
- July 25, 2014 Last day to submit to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for August examinations.
- July 31, 2014 Last day for tests or examinations in full summer courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
- August 4, 2014 Statutory Holiday. University closed.
- August 7, 2014 Last day for tests or examinations in late summer courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
- August 15, 2014 Classes held on this day follow a Monday schedule. Last day of late summer and full summer classes. Last day for academic withdrawal from late summer and full summer courses and any other courses that end this

term. Last day for handing in term assignments, subject to any earlier course deadline.

August 15, 2014 Summer Co-op Work Term Reports are due.

August 18-23, 2014 Summer examinations may be held. Examinations are normally held all 7 days of the week.

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