



BUSI 2204 A
Basic Marketing
Fall 2014

Instructor: Murray Sang

Office: Dunton Tower, Room 1009A

Office Hours: Thursday, 7:50 to 8:30 am or by appointment

Class: Thursday, 8:35 to 11:25 am, River Building, Room 2200

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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 at any time into the term.

BASIC MARKETING 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 towards B.Com or B.I.B. Prerequisite(s): restricted to students enrolled in B.I.D., B.P.A.M, and Minor in Business, Minor in Entrepreneurship, Management Concentration in Engineering or B.C.S (BusinessStream).

Lectures three hours per week.

COURSE OBJECTIVES

The main objectives of this course 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 consumers 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.

REQUIRED READING

Kotler, Philip, Gary Armstrong, Peggy H. Cunningham and Valerie Trifts (2014) *Principles of Marketing, 9th Canadian edition*. Toronto: Pearson Canada. ISBN: 978-0-13-260501-4

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 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 Carleton Connect email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). 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.

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 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. A short exercise and 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). 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 and Participation	10%
2. Comprehensive Project (group)	25%
3. Site Visit Report (group)	15%
4. Midterm Exam	20%
5. Final Exam	30%
TOTAL	100%

***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 this course.**

Satisfactory In-term Performance

- 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 project) Yes No

1. 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 participation which will count for 5% of your final grade. You are encouraged to keep a record of your own participation.

Attendance will be taken at each class and 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.

2 . Site Visit (Three Person Group Assignment):

Walk into any business (eg. Canadian Tire, Metro, Loblaw, Shoppers Drug Mart, the Bay etc) and spend 45 minutes to an hour looking around, or just sitting or observing. Select only businesses that also market their goods and services through a website. Spend some time looking at the organization's website and other material you consider relevant.

On the basis of your observation (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 of your report. Make sure you 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. Please use Times Roman 12 point font and double space (with one inch margins on all sides)when typing your report.

The report should use the headers shown in the site visit grading scheme posted on CU Learn. Only one project write-up is to be submitted by the team.

3. Comprehensive Group Project: (team sizes will be announced on the first day of class)

The written project will be implemented and a report written by self-selected teams. 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, 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/chicagogd.php>).

Project Tips

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.

4 and 5. Midterm and Final Exam

The midterm exam 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 Fall 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 material subsequent to the midterm. 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 ASSIGNMENTS

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 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 submit your assignment 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 801 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.

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://www.carleton.ca/registrar/forms/Med_Cert_%20Carleton_University.pdf

CLASS SCHEDULE

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

Session /Date	Topics	Readings/Assignments
1 Sept 4	- Introduction to Marketing: Course Overview - Overview of Marketing	Chapter 1
2 Sept 11	- Company and Marketing Strategy	Chapter 2
3 Sept 18	- Analyzing the Marketing Environment	Chapter 3
4 Sept 25	- Marketing Research	Chapter 5
5 Oct 2	- Consumer Markets and Buyer Behaviour	Chapter 6
6 Oct 9	- Segmenting, Targeting and Positioning	Chapter 8 Site Visit Report Due with Academic Integrity Declaration form
7 Oct 16	- Products, Branding Decisions - Developing New Products	Chapter 9,10 Group Project Proposal Due
8 Oct 23 Oct 30	- Midterm Examination – in class (covering Chapters 1,2,3,5,6,8) - Reading Week Oct 27-31 NO CLASS	
9 Nov 6	- Pricing	Chapter 11
10 Nov 13	- Marketing Channels – Distribution Strategy - Retailing	Chapter 12 Chapter 13
11 Nov 20	- Integrated Marketing Communications - Advertising and Public Relations	Chapter 14,15
12 Nov 27	- Ethics and Social Responsibility - Class Wrap-up	Chapter 4 Group comprehensive project due with Group Academic Integrity Declaration and Peer evaluation Form

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.

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 the 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 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 2014 exam period is November 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

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

Peer Assisted Study Sessions (PASS): 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 www.portal.ca

IMPORTANT DATES TO REMEMBER

Fall Term 2014

September 2
Fall Term Begins.
Orientation for Teaching Assistants.

September 2-3
Academic Orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 4
Fall and fall/winter classes begin.

September 17
Last day of registration for fall term and fall/winter courses.
Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

September 26-28
Summer deferred final examinations to be held.

September 30
Last day to withdraw from Fall term and Fall/Winter courses with a full fee adjustment. Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 10
December examination schedule (fall term final and fall/winter mid-terms) available online.

October 13
Statutory holiday, University closed.

October 27-31
Fall break. Classes are suspended.

November 7
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

November 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

December 8

Fall term ends

Last day of fall-term classes.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

December 9

No classes or examinations take place.

December 10 – 21

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 21

All take home examinations are due.

December 25 to January 2

University Closed.

January 5

Winter-term classes begin.

January 16

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

January 31

Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses. Withdrawals after this date will create no financial change to Winter term fees (financial withdrawal).

February 13

April examination schedule available online.

February 13-21

Fall-term deferred examinations will be held

February 16
Statutory holiday, University closed.

February 16-20
Winter Break. Classes are suspended.

March 1
Last day for UHIP refund applications for International Students who will be graduating this academic year.
Last day for receipt of applications from potential spring (June) graduates.

March 6
Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April exams.

March 24
Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

April 3
Statutory holiday, University closed.

April 8
Winter term ends
Last day of fall/winter and winter-term classes.
Last day for academic withdrawal from fall/winter and winter-term courses.
Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 9-10
No classes or examinations take place

April 11-23
Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

June 8-18 (including Saturdays)
Fall/winter and winter term deferred final examinations will be held.