



**Carleton University
Sprott School of Business
BUSI 2204 B
Winter 2017
Basic Marketing**

Instructor: Dr. Marzena Cedzynski

Office: TBA

Office Hours: Mondays, 2:30 pm to 3:30 pm

Class: Mondays, 11:35 am - 2:25 pm, Azrieli Theatre 302

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COURSE PREREQUISITES

Precludes additional credit for BUSI 2208. This course may be used for credit in BCom or BIB if completed prior to admission.

COURSE DESCRIPTION

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

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, on the one hand, and in the Canadian economic and social framework, on the other. 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.

In addition, the course is designed to provide you with an opportunity to develop basic research and communication skills necessary to marketing decision-making and a successful career in marketing. As an introductory course, it will present a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your interests in more depth.

REQUIRED READING

Lamb, CW, Hair, JF, McDaniel, C., Kappor, H., Shearer, J., Boivin, M., and Appleby, R. (2016) MKTG, Third Canadian Edition. Toronto: Nelson Education.

ISBN: 978-0-17-653091-4

ISBN: 0-17-653091-6

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

COURSE NORMS

Use of cuLearn

Go to <http://carleton.ca/culearn>. For help and support, go to <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via e-mail at ccs_service_desk@carleton.ca.

The course cuLearn website 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 cuLearn 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 cuLearn as soon as possible.

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add “BUSI 2204” in your email’s subject line. 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). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class.

Recording or Videotaping Policy

Students are not permitted to make any unauthorized recordings or video of lectures.

Cellular Phone Usage Policy

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.

Laptop Usage Policy

Laptop use in class is allowed for activities related to the class only. Do not use your laptop for any other purposes (e.g., surfing, emailing, etc.) which can be distractions to you and to those around you. Inappropriate use of your laptop in class will be noted and will affect your participation grade.

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. The two assignments referred to as Marketing News Bites will help you relate marketing theory covered in class with the latest developments in the marketplace. A marketing plan 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. Short cases and/or other exercises may also be integrated into the course lectures and discussions. 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. Attendance and Participation (Individual)	10%	
BONUS: Students can earn a bonus course credit of up to 2% toward their final grade for participating in research studies.		2%
2. Marketing News Bites (Individual)	10%	
3. Marketing Plan (Group project)	25%	
-Written report	20%	
-Presentation	5%	
4. Midterm Exam	20%	
5. Final Exam	35%	
Total	100%	+2% BONUS

NOTE: To pass this course, students must achieve (i) a minimum grade of 50% on the final exam, and (ii) a minimum grade of 50% on the group project.

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 group project (presentation + written report = total grade).
 - Minimum grade of 50% on the final exam
- 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. Attendance and Participation:

Your participation and engagement 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 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. It is a serious violation of academic integrity to ask someone to sign an attendance sheet for you or to sign an attendance sheet for others. Students who violate this regulation will automatically fail the course.

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 at the library information session and 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.

BONUS: The participation component of the final grade applies to the classroom discussions; however, students will be given an opportunity to earn a bonus course credit for their participation in research studies. Some of these studies may be conducted online, while others will require students to come to the Behavioural Lab in 1723 Dunton Tower. Students will receive a 1% bonus credit for each hour of participation in a study, up to a maximum of 2%. More information will be available on cuLearn.

2. Marketing News Bites:

You are required to find a recent article about marketing in a newspaper or business magazine (published on or after April 1, 2017) and describe the key marketing concepts extracted from the article in light of the marketing theory covered in the classes prior to the submission of your assignment. You must submit your assignment both as a hard copy and as an electronic file. Only the hard copy submitted in class will be graded. The purpose of the electronic submission via cuLearn is to create (for my records) a reservoir of all submitted papers. The detailed guideline will be posted on cuLearn.

3. Marketing Plan Project:

A major take away from this course is the ability to construct a marketing plan. The project consists of a case analysis of a real-world issue faced an organization that you, as a group, will identify, analyse, and report.

Instructor approval of your selected topic is required. A grading rubric for the assignment will be posted on cuLearn.

4 & 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 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 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. Late assignments are penalized at the rate of 10% of the value of the assignment per day. 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.

It is to your advantage to keep up with the required work and hand your assignments in on time. **No deadline extension will be given for group assignments.**

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

The 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 exam. The students must submit their medical notes to the professor within 2 working days of the missed examination/course work deadline.

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.

COURSE SCHEDULE - BUSI2204 Marketing *(may be altered as needs of course unfold)*

Week	Date	Topic	Readings	Assignments/Exams
1	Jan. 9	-Introduction to Course -An Introduction to Marketing -Composition of Teams for Group Assignments	Chapter 1	
2	Jan. 16	-Strategic Planning for Competitive Advantage -Marketing Environment, Social Responsibility, and Ethics	Chapter 3 Chapter 2	
3	Jan. 23	-Library Information Session -Marketing plan writing		-Work on group project
4	Jan. 30	-Consumer Decision Making -Segmentation, Targeting and Positioning	Chapter 6 Chapter 8	Items due: -Mkt. Plan Proposal & Group Contract cuLearn
5	Feb. 6	-Marketing Research -Business Marketing	Chapter 5 Chapter 7	
6	Feb. 13	-Product Concepts -Developing and Managing Products	Chapter 9 Chapter 10	Item due: -Mkt. News Bites (#1)*
	Feb. 20-24	Study Week		
7	Feb. 27			Midterm (Chapters 1-3 & 5-8) -in class
8	March 6	-Midterm Debrief -Pricing Decisions	Chapter 12	
9	March 13	-Promotion Decisions	Chapters 15&16	Item due: -Mkt. News Bites (#2)*
10	March 20	-Mkt. Channels and Supply Chain Management -Retailing	Chapter 13 Chapter 14	
11	March 27	-Mkt. Plan Group Project Presentations		
12	April 3	-Mkt. Plan Group Project Presentations		Items due: -Mkt. Plan Project* -Academic Integrity Declaration Form -Peer Evaluations for group project cuLearn -PowerPoint Slides cuLearn

* You must submit your deliverables both as a hard copy and as an electronic file via cuLearn.

ADDITIONAL INFORMATION

Course Sharing Websites

Student or professor 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, 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 final exam

Academic Regulations, Accommodations, 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

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*). **Requests made within two weeks will be reviewed on a case-by-case basis.** After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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; a grade of Failure in 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. 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://carleton.ca/studentaffairs/academic-integrity>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/support-services/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott

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.*

✗ Correspondence

Account: In all **email correspondences with the professor**, please use your valid CARLETON address. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>

Subject: Always identify the course number, section, and a brief topic in the subject line of all emails (e.g., BUSI2204 B, Marketing Plan). Also, include your first and last name and student number at the end of each email.

Response Time: Allow two working days to hear back. Therefore, it is best to e-mail far in advance with questions / comments. So, for example, there is no guarantee for an immediate response to an e-mail which was sent the day before a class or the day before the due date for a paper submission.

E-mail in general: Consider that there are opportunities to ask questions directly in class, or during office hours, that can be easily answered as opposed to waiting for an e-mail response. While e-mail is a great communication method, it is not always the best source.

Please be polite, respectful and follow good etiquette when writing emails. Try to write clear emails and be as brief as possible. Before you write "enquiry emails" about administrative aspects of the course, check the course outline or cuLearn to see if the information you are

looking for is already posted. This is good professional business practice.

✖ **Remarking**

From time to time, students have legitimate concerns about marks they have received on a piece of work submitted. It is important to understand that you do have recourse if you feel that any paper handed back to you has not been marked appropriately for the work you have submitted.

If you ever feel this way during this course, you must embark upon the following procedure **within one week** of the paper being handed back in class:

1) Indicate in writing specifically what your concern(s) is (are). This does not mean that you simply say “I think I deserve more marks.” You must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard, you must refer to the class notes, excerpt in the textbook, etc., supporting your claim.

2) After completing #1 above, you must submit the paper with your comments back to the Professor **within one week** of the paper being handed back in class. If you did not pick up the paper when it was handed back, you still have only one week from the original hand-back date to request a remark.

3) If a paper is not resubmitted following the above guidelines, the Professor will regard the mark as originally assigned to be final. **NO MARKS will be changed at a later date.**

It is important to note that the Professor reserves the right to remark the entire paper in question and to either leave the mark as is or to change it positively or negatively as required.

IMPORTANT DATES TO REMEMBER

January 5

Winter term classes begin.

January 18

Last day for registration for winter term courses.

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

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Winter 2017 and must register for the Winter 2017 term.

January 20-22, 27-29

Fall-term deferred examinations will be held.

January 31

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

February 17

April examination schedule available online.

February 20

Statutory holiday, University closed.

February 20-24

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.

Last day for receipt of applications for admission to an undergraduate program for the summer term.

March 10

Last day to request formal exam accommodations for December examinations to the Paul Menton Centre for Students with Disabilities. Late requests will be considered on case-by-case basis.

TBA

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2017 course selection.

March 24

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

April 7

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 10-25

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

April 14

Statutory holiday, University closed.

April 25

All take home examinations are due on this day.

May 5

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Spring 2017 and must register for the Summer 2017 term.

May 17-28

Fall/winter and winter term deferred final examinations will be held.