



**Carleton**  
University

**Sprott**  
School of Business

**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BUSI 2208 A  
SUMMER 2022  
INTRODUCTION TO MARKETING**

**Instructor:** Murray Sang

**Office:** TBA

**Office Hours:** Wednesdays, 11:30 to 12:30 or by appointment

**Email:** murray.sang@carleton.ca

**Modality:** In-Person, Monday and Wednesday, 08:35 to 11:25 AM, Room: Nicol 4010

---

**Pre-requisites & precluded Courses:** Precludes additional credit for BUSI 2204.  
Prerequisites: BUSI 1004, ECON 1000 and one of BUSI 1701, PSYC 1002, or SOCI 1005. Restricted to students enrolled in B.Comm. or B.I.B.

---

**Course Calendar description from the 2021/2022 University calendar:**

Overview of the marketing function within the firm. Introduction to key marketing concepts and principles; business environment analysis, strategic decision making (segmentation, targeting, positioning), marketing mix planning (product, price, place, promotion). Analysis of marketing problems using cases and major project.



**Learning Outcomes:**

The main learning 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;
- facilitate the development of basic research and communication skills necessary to marketing decision-making and a successful career in marketing;
- provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making; and
- provide the opportunity to develop team work skills and group leadership skills

As an introductory course, BUSI 2208 presents a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your specific marketing-related interests in more depth.

**Reading(s)/Textbook(s)/Required Materials :**

**The required textbook is:** Armstrong, Gary, Philip Kotler, Valerie Trifts et al. (2021) *Marketing: An Introduction, 7<sup>th</sup> Canadian Edition*. Pearson Canada Inc. eText ISBN: 9780135330517.

**The required case study is** Escape Outdoors: The Herschel Brand Mix Decision, 9B20A047, Ivey Publishing

Please note the case will be made available at no cost through the Ares link on the course website.

## **COURSE NORMS:**

### **Use of Brightspace**

This course uses Brightspace, Carleton's new learning management system. To access your courses on Brightspace go to <https://brightspace.carleton.ca/>.

For help and support, go to <https://carleton.ca/brightspace/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at [its.service.desk@carleton.ca](mailto:its.service.desk@carleton.ca).

The course Brightspace 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 Brightspace as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.'

### **Email Policy**

The best way to reach the professor is by email. **Please be sure to indicate BUSI 2208 A in the subject line, so that I will know which of the classes I'm teaching you are taking.** In keeping with Carleton University policy, your @cmail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). During the work week I will endeavor to answer your emails within 24 hours; you should not expect an immediate response.

### **Course Material Sharing Policy**

Student or professor materials created for this course (including presentations and posted notes/slides, 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).

### **Recording or Videotaping Policy**

Students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

## 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 comprehensive marketing plan project, divided into individual and group components, will give you the opportunity to probe and report on a relevant and recent marketing situation facing a company and will allow you to develop your group work and leadership skills, along with formalizing what goes into a marketing plan. An in-class midterm exam and a final examination will help you consolidate the knowledge acquired throughout the course.

Finally, you will have the opportunity to participate in research studies (as they become available) or online workshops for a maximum of 2% in bonus marks. The evaluation criteria are summarized as follows:

|  |           |
|--|-----------|
| 1. Initial Marketing Plan Case Analysis (individual) | 15%       |
| 2. Final Marketing Plan Case Report (group)          | 25%       |
| 3. Group Marketing Plan Presentation (group)         | 5%        |
| 4. Midterm Exam (individual)                         | 20%       |
| 5. Final Exam (individual)                           | 30%       |
| 6. Class Participation                               | 5%        |
| 7. Bonus Marks                                       | <u>2%</u> |
| Total  | 102%      |

### 1. Initial Marketing Plan (individual) and 2. Full Marketing Plan (group)

A major take-away from this course is the ability to construct a marketing plan. You will have the opportunity to practice this skill twice during the semester, first individually and then as a member of a group. You should expect to spend a considerable amount of time and effort on these assignments, so plan your time wisely.

Both assignments will be based on the same case, The case may be downloaded via the library's online reserve system. To access materials placed on reserve for this course, login to Brightspace and select this course. Look for the 'Library Reserves' block on the right- hand side.

Click on 'view course in Ares'. Locate the case study in the list of items put on reserve. Click 'view item'. If you are accessing the system from off-campus, you will be asked to login using your MyCarletonOne credentials. Once you have done this, you should have access to the case.

For the Full Marketing plan group assignment, students **may self- select their teams in person or through the link on Brightspace. Each group is required to submit a copy of their group contract to me.** Furthermore, please note that a group grade will be assigned, but not all members in the group will necessarily receive the same grade. Each group member needs to submit a peer evaluation for each group report by the specified deadline. Students must submit the peer evaluation on time. The peer evaluation form with detailed instruction is available at the course website.

Please note that cases where a student cannot contribute to the group marketing plan assignment due to illness or family emergency 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

### **Infractions of Academic Integrity**

As part of your group assignment, you must complete and upload the 'Declaration of Academic Integrity' form available on Brightspace. 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.

### **Late Penalty**

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). Both the Partial Marketing Plan Analysis and Full Marketing Plan Report should be uploaded through Brightspace

### **3. Presentation**

During the last two weeks of class, groups will present their final marketing plan. All students are expected to 'attend' the presentations.

### **4. Midterm Exam & 5. Final Exam**

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 announced in class prior to the exam. No make-up exam will be given unless it is a documented extreme circumstance. In all cases, you must provide supporting documentation within five days after the originally scheduled midterm exam. The final examination will be held during the formal exam period. The exact date and time will be announced later in the term. Students are advised to take final exam dates into consideration prior to making any travel arrangements.

The final exam will be based on all topics covered (in class and in the readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class.

## **6. Bonus Marks**

Students have the opportunity to earn bonus credit in this course through two means: 1) participation in research studies at the Sprott School of Business, 2) participation in skill development workshops offered by the Centre for Student Academic Support.

- 1) **Research studies:** As a student enrolled in BUSI 2208, you are eligible to participate in behavioural research in exchange for bonus credit in this course. You will receive 1% bonus credit for each hour of participation in a research study, up to a potential maximum of 2%. Any bonus credit earned will be added to your final grade at the end of the term. Sign-up for studies is managed via the Sprott SONA research registration system, located at <https://sprott.sona-systems.com/>. All students registered in this course will receive an email from “Sprott Research Study Sign-Up System” [sprottadmin@sona-systems.net](mailto:sprottadmin@sona-systems.net) at the beginning of the term (typically after the course add/drop date), containing the user ID and password that they can use to sign in.
- 2) In addition to registering to take part in studies, you can use the SONA system to track your participation and ensure that your bonus credit is recorded. If you have questions, please email: [behaviourlab@sprott.carleton.ca](mailto:behaviourlab@sprott.carleton.ca) for more information.

**IMPORTANT NOTE:** We do not guarantee that a full 2% bonus credit will be available. Due to variations in research schedules, the number of studies offered each term will vary. In addition, since space in some studies may be limited and certain studies may only be available for a limited time, you are encouraged to register for studies as soon as they become available.

## **CSAS Incentive Program Syllabus Information: SU 2022**

This course has been registered in the Incentive Program offered through the Centre for Student Academic Support (CSAS). The Incentive Program is now fully online. CSAS Learning and Writing Support Workshops are designed to help students cultivate and refine their academic skills for a university environment. To earn 2% marks towards attendance/participation, students are expected to complete 2 workshops throughout the term. The workshops must be completed to receive credit for the Incentive Program.

Below are the dates with which the 2022 Summer terms run:

- Early Summer Term: May 5 – June 17
- Full Summer Term: May 5 – August 16
- Late Summer Term: July 4 – August 16 The online Learning and Writing Support Workshops will be available to students from September 1st, 2021 to August 31, 2022. Please ensure that you complete the workshops by your course-specific deadline(s).

For students' attendance to be captured, they must complete all workshop components and achieve 100% on the final assessment. Once students achieve 100% on the final assessment, they will receive a Record of Completion award from Brightspace. Students will need to download the Record of Completion PDF for each applicable workshop and submit them to the assignment submission box within their instructor's course. For more information about workshop attendance and submitting the Records of Completion, please visit the Incentive Program Policies on our website.

To view the complete list of the workshops and their descriptions, please visit the Learning and Writing Support Workshops page on the CSAS website. Please note that CSAS webinars and in-person workshops are not eligible for the Incentive Program. To access the online workshops, please self-enrol on the CSAS Online Resources page. For further information on the Incentive Program, please visit the Incentive Program FAQs page. For additional questions, please contact the Centre for Student Academic Support at [csas@carleton.ca](mailto:csas@carleton.ca).

[Incentive Program - Centre for Student Academic Support \(carleton.ca\)](#)

**Contribution to Learning Goals of the Program (BCom, BIB):**

| <b>Program Learning Goal</b>  | <b>Competencies Not Covered</b> | <b>Competencies Introduced (only)</b> | <b>Competencies Taught But Not Assessed</b> | <b>Competencies Taught and Assessed</b> |
|---|---------------------------------|---------------------------------------|---|---|
| <b>CHECK (X) ONE PER ROW</b>  |                                 |                                       |   |   |
| <b>BC1 Knowledge</b><br><i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>  |                                 |                                       |   | <b>X</b>                                |
| <b>BC2 Collaboration</b><br><i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>                                |                                 | <b>X</b>                              |   |   |
| <b>BC3 Critical Thinking</b><br><i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i> |                                 | <b>X</b>                              |   |   |
| <b>BC4 Communication</b><br><i>Graduates will be effective and persuasive in their communications.</i>  |                                 |                                       |   | <b>X</b>                                |
| <b>BI5 Global Awareness (BIB ONLY)</b><br><i>Graduates will be globally-minded.</i>   | <b>X</b>                        |                                       |   |   |



## **ADDITIONAL INFORMATION**

### **Course Sharing Websites**

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### **Required calculator in BUSI course examinations**

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### **Group work**

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, 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 |             |             |             |

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### **Academic Regulations**

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

## **Requests for Academic Accommodation**

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

### **Pregnancy Accommodation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [19-195 Equity Student Guide to Academic Accomodation.indd \(carleton.ca\)](#)

### **Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: [19-195 Equity Student Guide to Academic Accomodation.indd \(carleton.ca\)](#)

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

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. or [pmc@carleton.ca](mailto:pmc@carleton.ca)

### **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [Sexual Violence Prevention & Survivor Support | Equity and Inclusive Communities \(carleton.ca\)](#)

Accommodation for Student Activities Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level.

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist: [Accommodation Policy \(carleton.ca\)](#)

For more information on academic accommodation, please contact the departmental administrator or visit: [Course Outline - Current Students : Current Students \(carleton.ca\)](#)

### **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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to

continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

### **Sprott Student Services**

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at [bcom@sprott.carleton.ca](mailto:bcom@sprott.carleton.ca) or [bib@sprott.carleton.ca](mailto:bib@sprott.carleton.ca)

## **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [Carleton.ca/csas](http://Carleton.ca/csas).

### **Important Information:**

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://carleton.ca/its/get-started/new-students-2/>

**Course Schedule:**

| <b>WEEK</b>                 | <b>TOPIC</b>  | <b>READINGS</b>              | <b>DELIVERABLES</b>                                    |
|-----------------------------|---|------------------------------|--|
| <b>1</b><br><b>MAY 09</b>   | Course Overview<br>Marketing: Creating Customer Value and Engagement  | Chapter 1                    |  |
| <b>2</b><br><b>MAY 11</b>   | Sustainable Marketing<br>Company and Marketing Strategy<br>Discussion of grading rubric<br>For Initial Marketing Plan | Chapter 16<br>Chapter 2      |  |
| <b>3</b><br><b>MAY 16</b>   | Analyzing the Marketing Environment<br>Managing Marketing Information to Gain Customer Insights                       | Chapter 3<br><br>Chapter 4   |  |
| <b>4</b><br><b>MAY 18</b>   | Library Information Session<br>Customer Value-Driven Marketing Strategy   | Chapter 6                    | <b>Group Contract due be e-mail by 11:59 PM.</b>       |
| <b>MAY 23</b>               | No Class  |                              |  |
| <b>5</b><br><b>MAY 25</b>   | Understanding Consumer and Business Buyer Behaviour   | Chapter 5                    | <b>Initial Marketing Plan Analysis Due by 11:59 PM</b> |
| <b>6</b><br><b>MAY 30</b>   | <b>Midterm Exam</b><br>Chapters 1-6 & 16  |                              |  |
| <b>7</b><br><b>JUNE 01</b>  | Products, Services & Brands<br>Developing New Products  | Chapter 7<br>Chapter 8       |  |
| <b>8</b><br><b>JUNE 06</b>  | Pricing<br>Channels   | Chapter 9<br>Chapter 10      |  |
| <b>9</b><br><b>JUNE 08</b>  | Retailing & Wholesaling<br>Advertising & PR   | Chapter 11<br>Chapter 12     |  |
| <b>10</b><br><b>JUNE 13</b> | Personal Selling & Sales Promotion<br>Direct, Online, social media & Mobile Marketing                                 | Chapter 13<br><br>Chapter 14 |  |

|                          |               |  |  |
|--------------------------|---------------|--|--|
|                          |               |  |  |
| <b>11<br/>JUNE 15</b>    | Presentations |  |  |
| <b>12<br/>JUNE 17</b>    | Presentations |  | <b>Final Marketing Plan and completed Declaration of Academic Integrity Form. Completed Peer Evaluation Forms due by 11:59 PM.</b> |
|                          |               |  |  |
| <b>JUNE 20<br/>TO 26</b> | Final Exam    |  | <b>TBA</b>   |