



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

BUSI 2208 B
Introduction to Marketing
Fall 2020

Last updated on August 22, 2020

Instructor: Dr. Irene Lu
Email: irene.lu@carleton.ca
Class Time: Mondays, 11:35am – 2:25pm (Eastern Standard Time)
Class Location: Zoom meetings
Office Hours: By appointment only (Zoom meetings)

Modality: 100% of lectures are delivered in real time on Zoom

Important note:

- **Video conferencing tool.** Classes will be taught virtually in the scheduled time slot using the Zoom platform. Prior to our first class, you must create a free Zoom account (<https://zoom.us/>) by using your Carleton email address (e.g., Firstname.Lastname@carleton.ca) (not your @cmail.carleton.ca account) as your work email address when signing up. A class meeting link and passcode will be posted on cuLearn. To join the class, you can click on the Zoom meeting link and enter the meeting passcode, and sign in using your Zoom account and password (so that I could track your class attendance and contribution, and also assign you to a breakout room with your group members). You may download a Zoom meeting app to your device (<https://zoom.us/download>) for easy access.
- **Audience response tool.** Poll Everywhere will be used as a tool for students to participate in activities. A registration link will be sent to you by the professor.
- **Required resources.** You need a reliable internet connection and a microphone/speaker/webcam on your laptop, desktop or phone in order to participate in class.
- **Time zone.** All deadlines, due dates, examination times and class times are set in Eastern Standard Time (EST). If you are in another time zone you are responsible for making the adjustment to EST.

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 2020/2021 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.

Course Objectives

The main objectives of this course are to introduce students to the basic marketing concepts, <https://www.bkstr.com/carletonstore> 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 in marketing and other management disciplines; 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.

REQUIRED RESOURCES:

The required textbook

Armstrong, Gary, Philip Kotler, Valerie Trifts and Eric Dolansky (2021) *Marketing: An Introduction, 7th Canadian Edition*. North York, ON: Pearson Canada Inc.

*Students need to purchase access to Pearson's "MyLab" to complete the homework assignments.

MyLab Marketing **with Pearson eText** -- Instant Access -- for Marketing: An Introduction, Seventh Canadian Edition
Author: Armstrong
ISBN: 9780135220375

MyLab Marketing **without Pearson eText** -- Instant Access -- for Marketing: An Introduction, Seventh Canadian Edition
Author: Armstrong
ISBN: 9780135356159

Available at Carleton's online bookstore: <https://www.bkstr.com/carletonstore>

COURSE NORMS:

Use of cuLearn

This course uses cuLearn, Carleton's new learning management system. To access your courses on cuLearn go to <http://carleton.ca/culearn>. For help and support, go to <https://carleton.ca/culearnsupport/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.

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.'

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 be sure to **indicate "BUSI 2208B" in your email's 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 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. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

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.

Privacy Warnings and Zoom Recordings

Zoom classes may be recorded by the professor. The red light in “Record” on the Zoom toolbar is a notice that the class is being recorded. A recording of the live lectures may be posted, approximately 48 hours after the live session. Students are not authorized to make a copy of the recorded class; it is provided for viewing purposes of students enrolled in the class only and further distribution or sharing is strictly prohibited. The professor and the TAs may view the recordings for teaching, grading, misconduct investigations and other administrative and academic purposes.

If a student is concerned or needs to make special arrangements to accommodate specific privacy issues, he or she must bring these matters to the attention of the professor within the first week of the term so that reasonable accommodations can be made or an alternate course can be selected by the student.

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 exercises may be integrated into the course lectures and discussions. A comprehensive marketing plan 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). Working with a local small business will help develop and test your decision-making and communication abilities. 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:

To accomplish the course learning objectives several assessment 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 exercises may be integrated into the course lectures and discussions. You will have the opportunity to complete quizzes on the assigned chapters from your textbook, as a way of assessing your comprehension of the material. The midterm exam will pull together the material from several chapters and assess how you have been able to integrate the material. The final exam will help you consolidate the knowledge you have acquired throughout the course. Group assignments allow you to develop your virtual group work and leadership skills, along with formalizing what goes into a marketing plan. 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. Class participation (individual)	10%
2. Chapter Quizzes (individual) best 10 out of 12, @ 2%	20%
3. Midterm Exam (individual)	10%
4. Final exam (individual)	20%
5. Partial Marketing Plan Analysis (group)	10%
6. Full Marketing Plan Report (group)	25%
7. Marketing Plan Presentation (group)	5%
8. Bonus Marks	<u>2%</u>

1. Class participation

Your engagement and participation are necessary for learning and success. Class participation is 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 student participation at each class. You are also required to keep a record of your own participation.

Short exercises may be integrated into lectures. Poll Everywhere questions may be embedded in lecture slides and/or posted during the lecture. **The deadline for participation in each week's Poll Everywhere activities is one week after that week's class.** For example, if an activity is covered during the lecture on Monday, Sept 14, then the deadline for participation is 11:35am, Monday, Sept 24.

To ensure that you receive credit for in-class contribution, make sure a) to attend all lectures and contribute to the class discussion; and b) to use your Carleton's email address (Firstname.Lastname@carleton.ca) (not your @cmail.carleton.ca account) when signing in Zoom meetings and when participating in Poll Everywhere in class exercise.

Note. There is a period between your first and last name in the @carleton.ca email. This @carleton.ca email address is the one you are registered in cuLearn with and the one you need to receive credit for participation in Zoom and Poll Everywhere.

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. Chapter Quizzes

To help you assess whether you are learning the material effectively, quizzes are available through Pearson's 'My Lab'.

3. Midterm Exam & 4. 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 exams should be completed by your own efforts and should not collaborate with any other person for ideas or answers. Violations of academic integrity are a serious academic offence, weaken the quality of the degree, and will not be tolerated. 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.

Should you wish to review your exams, you need to book an appointment with the professor within one week after receiving your exam grade.

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.

5-7. Marketing Plan Project

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, both times as part of a group. Group membership will be assigned by the professor once the course add/drop date has passed. You should expect to spend a considerable amount of time and effort on this assignment, so plan your time wisely. Remember that Sprott students come from around the world; you may need to work in an asynchronous manner in order to take into consideration differing time zones.

Both group assignments will be based on the case, *Dunlop Livery Antiques: Modernizing the Vintage Industry* (Ivey Case No: 8B20A015). The case may be downloaded via the library's online reserve system.

To access materials placed on reserve for this course, login to cuLearn 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.

In place of an in-person library information session, Matthew Gertler, the Business and Government Information Librarian, will be creating a series of videos to help you learn how to access information resources through the Carleton Library that you will need to complete your assignment.

Library Course Guide for BUSI 2208.

<https://library.carleton.ca/research/course-guides/busi-2208>

Group Peer Evaluation. 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 who fail to submit the peer evaluation on time will be penalized with **10%** of the value of the assignment per day. The evaluation form with detailed instruction is available at the course website.

Inability to Complete a Group Assignment Due to Illness or Other Emergencies. The situation of students who cannot contribute to the group marketing plan assignments 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 cuLearn. 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 cuLearn.

8. Bonus Marks

Students have the opportunity to earn bonus credit in this course through three 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, and/or 3) participation in SSBS' internal case competition.

- 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" sprott-admin@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. 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 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.

- 2) **Skill development workshops:** As an alternative to participating in research studies, you may take online workshops offered by the Centre for Student Academic Support. This class is participating in the Incentive Program. Since your completion of the workshops will be tracked by CSAS, you must self-enroll through the CSAD Online Learning Community, at: <https://carleton.ca/csas/online-support>. Please note that while you are encouraged to take the Online Learning Orientation workshop, it is not part of the Incentive Program. For each workshop you take during Fall semester 2020, you will receive 1% bonus credit, up to a maximum of 2%. You may not count workshops completed for other courses or during other time periods towards bonus credit.

You may choose to combine participation in research studies with completion of online workshops. For example, if you participate in two 30 minute research studies, you would earn 1% bonus credit. If you then completed an online workshop, you would earn an additional 1% bonus credit, towards the maximum of 2%.

- 3) **Internal case competition:** Finally, the SBSS will be holding their Internal Case Competition online on November 28th. This competition provides students with the opportunity to apply their studies to real-life scenarios and practice their skills before a panel of judges. If your team competes in this event, you may be eligible to receive 2% bonus credit in the course.

CLASS SCHEDULE:

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

SESSION	TOPIC	DELIVERABLES
1 SEPT 14	<ul style="list-style-type: none"> • Course Overview • Marketing: Creating Customer Value and Engagement (Ch.1) 	Chapter Quiz #1 (Ch.1)
2 SEPT 21	<ul style="list-style-type: none"> • Sustainable Marketing (Ch.16) • Company and Marketing Strategy (Ch.2) 	Chapter Quiz #2 (Ch.16) Chapter Quiz #3 (Ch. 2)
3 SEPT 28	<ul style="list-style-type: none"> • Analyzing the Marketing Environment (Ch.3) • Managing Marketing Information to Gain Customer Insights (Ch.4) • Group members meet and greet 	Chapter Quiz #4 (Ch. 3) Chapter Quiz #5 (Ch. 4)
4 OCT 5	<ul style="list-style-type: none"> • Library information session video • Discussion on grading rubrics of marketing plan project • Practice on case analysis 	*Group contract (due by 11:35am, Oct 5, EST)
<i>OCT 12</i>	<i>Statutory Holiday</i>	
5 OCT 19	<ul style="list-style-type: none"> • Understanding Consumer and Business Buyer Behaviour (Ch.5) 	Chapter Quiz #6 (Ch. 5)
		*Initial marketing plan report (due by 11:35am, Oct 23, EST) *Peer evaluation on member contribution to partial marketing plan report (due by 11:35am, Oct 24, EST)
	<i>Fall Break (Oct 26-30)</i>	
6 NOV 2	<ul style="list-style-type: none"> • Midterm exam (Ch. 1~5, 16) 	Duration: 2 hours Open: Nov 2 (11:35 am; EST) Close: Nov 3 (11:35 am; EST)
7 NOV 9	<ul style="list-style-type: none"> • Customer Value-Driven Marketing Strategy (Ch.6) • Products, Services and Brands (Ch.7) 	Chapter Quiz #7 (Ch. 6) Chapter Quiz #8 (Ch. 7)
8 NOV 16	<ul style="list-style-type: none"> • Developing New Products (Ch.8) • Pricing (Ch.9) 	Chapter Quiz #9 (Ch. 8) Chapter Quiz #10 (Ch. 9)
9 NOV 23	<ul style="list-style-type: none"> • Channels (Ch.10) • Retailing & Wholesaling (Ch.11) 	Chapter Quiz #11 (Ch. 10) Chapter Quiz #12 (Ch. 11)
10 NOV 30	<ul style="list-style-type: none"> • Advertising & Public Relations (Ch.12) • Personal Selling & Sales Promotion (Ch.13) • Direct, Online, Social Media & Mobile Marketing (Ch.14) 	

<p>11 DEC 7</p>	<ul style="list-style-type: none"> • Presentations (Attendance is mandatory) 	
<p>12 DEC 11</p>	<ul style="list-style-type: none"> • Presentations (Attendance is mandatory) 	<p>*All chapter quizzes will be close at 11:35am, Dec 11, EST) *Final marketing plan report (due by 11:35am, Dec 11, EST) *Peer evaluation on member contribution to final marketing plan report (due by 11:35am, Dec 12, EST)</p>
	<ul style="list-style-type: none"> • Final exam: coverage (Chapters 1~14, 16); duration (3 hours); date (to be held online during the formal university's exam period). 	

ADDITIONAL INFORMATION

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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 Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

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 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:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

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:

carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

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 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. carleton.ca/pmc

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: carleton.ca/sexual-violence-support

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.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

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 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are 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/learning-support/>

** Note that the office is physically closed. However, e-drop in is available between 8:30-4:30 until social distancing requirements are updated by the Province.*

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.

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.
 - 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/>
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