



**BUSI 2208 C**  
**Introduction to Marketing**  
**Fall 2017**

**Professor:** Dr. Leighann Neilson  
**Office:** 913 DT  
**Office Hours:** Email me to book an appointment  
**Class:** Tuesdays, 8:35 p.m. to 11:25 p.m., Tory Building 342  
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**Telephone:** 613-520-2600 ext. 8511  
**Teaching Assistant:** TBA  
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**Course Coordinator:** Dr. Leighann Neilson

**Pre-requisites and 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.

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**COURSE DESCRIPTION FROM UNDERGRADUATE 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 and promotion). Analysis of marketing problems using cases and major project. [0.5 credit]

**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 RESOURCES:**

**The required textbook** is: Lamb, C.W., Hair, J.F., McDaniel, C., Kapoor, 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**

This course uses cuLearn, Carleton's learning management system. To access your courses on 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 Information Technology Services (ITS) by phone at 613-520-3700 or via email at [its.service.desk@carleton.ca](mailto: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.' 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 reach the professor is by email. **Please be sure to indicate BUSI 2208B 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 @email email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). I do not respond to student emails over the weekend. During the week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course forum (discussion board) to ascertain whether your classmates can assist you.

#### **Cellular Phone Usage**

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

### **Recording/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.

### **Laptop Usage Policy**

Laptop use is encouraged in the classroom, but only for activities related to the course. Please do not use your laptop for other purposes (e.g., watching videos on YouTube). This can be distracting to other students. If I receive complaints to this effect, I will have to ask you to leave the class and not return that day.

### **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).

### **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 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 or non-profit organization 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:

1. Class Attendance (individual)	5%
2. Initial Marketing Plan Analysis (group)	20%
3. Final Marketing Plan Report (group)	25%
4. Midterm Exam	20%
5. Final Exam	<u>30%</u>
Total	100%

\*Bonus Marks Up to 2%

**NOTE: To pass this course, students must achieve:**

- (i) a minimum grade of 50% on the final exam,**
- (ii) a minimum grade of 50% on the Initial Marketing Plan Analysis, and**
- (iii) a minimum grade of 50% on the Final Marketing Plan Report.**

### 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 Initial Marketing Plan Analysis
  - Minimum grade of 50% on the total grade for the Final Marketing Plan Report
  - Minimum grade of 50% on the midterm 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

### 1. Class Attendance:

Students are expected to attend all classes. Course topics build on each other on a weekly basis; missing a class can be detrimental to understanding new material. Therefore, 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.**

If you must miss a class, you are responsible for obtaining any missed information by contacting your classmates to obtain notes or determine if any announcements, especially regarding assignment deadlines, were made. To be fair to students who do attend class, no class time or professor's office time will be used to answer questions about or re-present material you may have missed.

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 is mandatory**; failure to attend this class will result in a reduction of your final grade. The penalty is 3% (e.g., your final grade will be reduced by 3% for missing this session).

### 2 and 3. Initial Marketing Plan Analysis and Final Marketing Plan Report:

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 that you will form. The first group assignment, the Initial Marketing Plan Analysis, will ask you to partially complete a marketing plan for a company or non-profit

organization that you identify. It is up to you and your group members to find a local community partner facing a marketing problem or opportunity with whom you will work. You must forward a completed Memorandum of Understanding (blank form available on cuLearn) to the professor and receive approval of your project *before* you proceed. You will receive feedback on your initial analysis which will help you to formulate the Final Marketing Plan Report. **You should expect to spend a considerable amount of time and effort on this assignment, so plan your time wisely.**

A grading rubric for each of these assignments will be posted on cuLearn. Please note that your partner company/organization must confirm receipt of a hard copy of the Final Marketing Plan Report before the instructor will grade it. Failure to deliver a copy to your partner company/organization will result in a grade of zero (0) for the assignment and failure of the course.

#### **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, December 10 – 22, 2017, 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.**

#### **\*Bonus Marks:**

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

*Research Studies:* You may choose to participate in research studies being conducted by Sprott faculty; some of these studies may be conducted online, while others will require you to go to the Behavioural Lab in 1723 Dunton Tower. As a student in BUSI 2208, you should already be registered. Check your email for a message from: [sprott-admin@sona-systems.net](mailto:sprott-admin@sona-systems.net) to get your login and password. To sign up for specific projects go to: <https://sprott.sona-systems.com> or follow the link on cuLearn. Students will receive a 1% bonus credit for each hour of participation in a study, up to a maximum of 2%. This credit will be added to your final grade at the end of the term.

*Skill Development Workshops:* This course has been registered in the Incentive Program offered through the Centre for Student Academic Support (CSAS). CSAS Skill Development Workshops are designed to help students cultivate and refine their academic skills for a university environment. To earn up to 2% bonus marks you are expected to attend up to 2 workshops throughout the term. You may, of course, attend as many sessions as you like, but the maximum bonus credit is 2%.

Skill Development Workshops for the Fall 2017 term will be available starting September 18<sup>th</sup>, 2017 and must be completed by **December 8<sup>th</sup>, 2017** to receive credit for the Incentive Program. This credit will be added to your final grade at the end of the term. To see the complete Skill Development Workshop schedule, please visit mySuccess via Carleton Central. You can also view your CSAS Skill Development Workshop attendance history at any time by logging into mySuccess. In addition to the CSAS Skill Development Workshops hosted on campus, CSAS offers several online workshops. If you are interested in participating in an online workshop, you can enroll through the CSAS website: [carleton.ca/csas](http://carleton.ca/csas).

Finally, please review the Incentive Program participation policies. You can find more information about these policies here: [carleton.ca/csas/incentive-program/](http://carleton.ca/csas/incentive-program/). If you have any questions related to the Incentive Program or the CSAS Skill Development Workshops, please contact the Centre for Student Academic Support at [csas@carleton.ca](mailto:csas@carleton.ca) or 613-520-3822.

### **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 is 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.

Sprott has developed a number of resources to help you manage your group process. You can find these resources on the course cuLearn site.

### **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 hand your assignment in after the lecture begins, you will lose 5%. Do NOT slide your assignment under the professor's office door – this will result in a grade of 0 for the assignment. 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. 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 marketing plan assignment 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.

**For all occasions that call for a medical certificate** you must use or furnish the information demanded in: [http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med\\_cert.pdf](http://www1.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf)



**CLASS SCHEDULE:**

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

<b>Session /Date</b>	<b>Topics</b>	<b>Readings</b>	<b>Deliverables</b>
1 Sept 12	- Course Overview - An Introduction to Marketing - Strategic Planning for Competitive Advantage	Chapter 1 Chapter 3	Formulation of groups
2 Sept 19	- Marketing Environment, Social Responsibility, and Ethics	Chapter 2 Grading rubric for Initial Marketing Plan Analysis	Identification of community partner business/non-profit organization for group project
3 Sept 26	- Consumer Decision Making - Segmentation, Targeting and Positioning	Chapter 6 Chapter 8	Memorandum of Understanding submitted to professor along with Group Contract
4 Oct 3	- <b>Library Information Session</b> - Class will meet in the library, room number to be announced in class	+ Time to work on Initial Analysis	<b>Note:</b> Failure to attend will result in a 3% penalty to your final grade
5 Oct 10	- Marketing Research - Business Marketing	Chapter 5 Chapter 7	
6 Oct 17	- <b>Midterm Examination – in class</b>		
7 Oct 24	- <b>Reading Week – No Classes</b>		
8 Oct 31	- Midterm Debrief - Services and Nonprofit Organizations	Chapter 11	<b>Due in Hard Copy:</b> Initial Marketing Plan Analysis, Academic Integrity Declaration & Peer Evaluation (if using)
9 Nov 7	- Integrated Marketing Communications - Promotion Decisions	Chapter 15 Chapter 16-18	
10 Nov 14	- Pricing	Chapter 12	
11 Nov 21	- Marketing Channels and Supply Chain Management - Retailing	Chapter 13 Chapter 14	

12	-	Product and Packaging Concepts	Chapter 9
Nov 28	-	Developing and Managing Products	Chapter 10
13	-	Course wrap-up	<b>Due in Hard Copy:</b> Final Project, Academic Integrity Declaration, Peer Evaluations (if using)
Dec 5			

### **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

### **Medical certificate**

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

### **Academic Regulations, Accommodations, Plagiarism, Etc.**

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

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

### **Requests for Academic Accommodations**

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

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation. If you are already registered with

the PMC, contact your PMC coordinator to send me your ***Letter of Accommodation*** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). **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](http://www.carleton.ca/pmc)) 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 2017 exam period is November 10, 2017.

***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.

**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/>

## **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 hard copy of all work that is submitted.
  - All final grades are subject to the Dean's approval.
  - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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## **Important Dates and Deadlines – Fall 2017 Graduate, Undergraduate and Special Students**

### **September 1**

Last day for receipt of applications from potential fall (November) graduates.

### **September 2-3**

Residence move in weekend.

### **September 4**

Statutory holiday. University closed.

### **September 5**

Academic orientation (undergraduate and graduate).

Orientation for Teaching Assistants.

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 6**

Fall term begins.

Fall and fall/winter classes begin.

### **September 15-17**

Full and late summer deferred final examinations held.

### **September 19**

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.

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 Fall 2017 and must register for the fall 2017 term.

### **September 30**

Last day to withdraw from fall term and fall/winter courses with a full [fee](#)

[adjustment](#) (financial withdrawal). Withdrawals after this date will create no financial change to Fall term fees.

**October 6**

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

**October 9**

Statutory holiday. University closed.

**October 15**

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

**October 23-27**

Fall break. Classes are suspended.

**November 1**

Application deadline to study at another institution on a [letter of permission](#) for the winter term.

**November 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.

**November 15**

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

**November 24**

Last day for summative or final examinations in fall term courses before the official examination period (see [Examination Regulations](#) in the Academic Regulations of the University section of the Undergraduate Calendar).

**November 25**

Winter Payment Deadline. Click [here](#) for important payment information. [Late charges](#) may be applied to the student account any time after this date.

**December 1**

Last day for receipt of applications from potential winter (February) graduates.

Last day for graduate students to submit their supervisor-approved thesis in examinable form to the department.

**December 8**

Fall term ends.

Last day of fall-term classes.

Classes follow a Monday schedule.

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.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

**December 9**

No classes or examinations take place.

**December 10 – 22**

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 22**

All take home examinations are due.

**December 25-January 1, 2018**

University closed.