



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 2208 D WINTER 2021
INTRODUCTION TO MARKETING**

Instructor:	Cheryl Volesky Email: cheryl.volesky@carleton.ca
TA:	TBA
Class Schedule:	Tuesday 2:35-5:25 (14:35- 17:25) Zoom classes & Big Blue Button group meetings may be scheduled anytime in this time slot. Please consult schedule on cuLearn.
Office Hours:	Available for consultation by prearranged appointment by ZOOM or Big Blue Button (through cuLearn). I also provide a high level of email and phone support. Due to the Covid-19 pandemic, no in-person meetings will be possible.
Technical Requirements:	Webcam, microphone & secure broadband internet connection (3G or 4G/LTE) Speakers and a microphone – built-in or USB plug-in or wireless Bluetooth A webcam or HD webcam – built-in or USB plug-in Group video using ZOOM requires: <ul style="list-style-type: none"> ▪ 720p HD video: 1.5Mbps/1.5Mbps (up/down); ▪ Receiving 1080p HD video requires 2.5 Mbpa (up/down); ▪ Sending 1080p HD video requires 3.0Mbpa (up/down)
Modality:	Online: approximately 21 hours (54%) asynchronous (pre-recorded) and 18 (46%) hours synchronous (done in real time via ZOOM or Big Blue Button)
Pre-requisites & Precluded Courses:	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.

** Due to the Coronavirus pandemic, this course has been re-designed to be delivered exclusively online. The elements of this course feature recorded videos, required readings, and activities designed to be viewed asynchronously by the students. Some classes such as those where presentations will be made will be done synchronously (in real time). Students will require a reliable internet connection, microphone and camera to participate in the class. The midterm exam, final exam and marketing plan presentations will be conducted online synchronously, at a pre-determined time indicated in the course outline.



Student Learning Outcomes:

The main learning objectives of this course are to introduce the student to the basic marketing concepts, methods and terminology, and to enable the student to develop an understanding of marketing's role in modern organizations, and in the Canadian economic and social framework in particular.

1. Students will be able to explain and apply the main concepts, principles, and terminology of marketing and marketing strategy.
2. Students will be able to apply conceptual frameworks and models such as SWOT, Porter's Five Forces Model of Competition, and the Product Life Cycle Model to evaluate and analyze practical marketing problems through case analysis.
3. Students will be able to explain some basic consumer behaviour concepts and apply market segmentation as part of the development of a marketing plan.
4. Students will be able to demonstrate basic applied business research skills through empirical business research.
5. Students will be able to apply business writing skills by creating a marketing plan and PowerPoint presentation for a business.
6. Students will begin developing the analytical and implementation skills needed for effective decision making in a marketing context.
7. Students will be able to demonstrate oral competency by presenting their market analysis and marketing plans for a business.
8. Students will be able to develop team and leadership skills by working and contributing to an interdependent, collaborative, and professional team environment.

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, 7th Canadian Edition*. North York, ON: Pearson Canada Inc. ISBN: 978-0-13-535628-9

The required case study is: Aspire Food Group: Marketing a Cricket Protein Brand, Ivey Publishing, 9B20A071

You can access the above case in the "Library Reserves" section in cuLearn (called Ares – it is found on the lower right hand side of the cuLearn course home page). Just below Library Reserves it will say "View course in Ares"; if you click on this, it will open up the case for you.

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

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 reach the professor is by email. **Please be sure to indicate BUSI 2208D in the subject line**, so that I will know which of the classes I'm teaching, that you are taking. In keeping with Carleton University policy, your Carleton email address must be used for all enquiries. I do not read emails which come through any other accounts like gmail accounts. I do not respond to student emails over the weekend. During the work week I will endeavor to answer your emails within 24 hours; you should not expect an immediate response. I do not answer email questions that have already been discussed and answered in class, previous emails and/or are the answers are posted in cuLearn. Please use the cuLearn Forum (discussion board) to ascertain whether your classmates can assist you and check cuLearn and class emails first for any answers to your questions before emailing me.

Zoom and Big Blue Button Classes/Meetings

Some classes will be held using either the ZOOM or the Big Blue Button (always available on cuLearn) platform and some will be prerecorded. If you do not already have a ZOOM account, you must create a free ZOOM account. This can be done by going to (<https://zoom.us/>) and using your Carleton email address (e.g., Firstname.Lastname@carleton.ca) – DO NOT use your gmail account. When ZOOM classes/meetings are scheduled, a class/group meeting link and passcode will be posted on cuLearn. At the appointed time (preferably a minute or two before) you can click on the Zoom meeting link and enter the meeting passcode and sign in using your Zoom account and password. I will then admit you to the class/meeting. To make things simple, you have the option to download a Zoom meeting app to your device (<https://zoom.us/download>) and this will give you near instant access.

Zoom classes may be recorded by the professor. The red light in “record” found on the Zoom toolbar will inform you that the class is being recorded. A recording may or may not be posted after the session in which the recording occurred. Any recordings are meant for the viewing purposes of only those students enrolled in the class and students are not authorized to make a copy of the recorded class; any sharing of any recorded is strictly prohibited. The instructor and the TAs may view the recordings for grading and any other academic and/or administrative reasons.

Meetings will take place in Big Blue Button which is found in cuLearn. This platform is very useful as it allows students to meet virtually to work on their case study. Only your group members and the instructor and the TA have access to your Big Blue Button group meeting place. If a session is to be recorded the person recording it must notify all participants of his or her intention to do so.

If a student has any concerns about privacy issues, this person must bring this issue to the attention of the instructor within the first week of classes so that reasonable accommodations may be made.

Course Material Sharing Policy

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

Student or professor created materials which include all videos, lectures, presentations, notes, slides, case studies, assignments and exams remain the intellectual property of the author(s). They are intended for personal use only and may not be reproduced or redistributed without prior written consent of the author(s).

Course Requirements & Methods of Evaluation:

To accomplish the course learning objectives several assessment methods are utilized. A midterm and final exam will assess how you have been able to integrate the material and 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. Making an online presentation will allow you to gain practice presenting your work to an audience. 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:

Grading Scheme:

1. Midterm Exam (individual)	20%
2. Partial Marketing Plan Analysis (group)	15%
3. Full Marketing Plan Report (group)	30%
4. Presentation (group)	5%
5. Final Exam (individual)	30%
6. Bonus Marks	<u>2%</u>
Total	102%

Mark breakdown: 50% individual effort and 50% group effort

Midterm Exam

During the semester, you will complete one midterm exam online. This exam will cover the material from several chapters in your textbook, recorded lectures, online videos (e.g., library information session videos) and lecture slides. The format and length of the exam will be announced at a later date. You will be able to take the exam online as indicated in the course schedule. No make-up mid-term 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.

Exams should be completed through your own efforts and you are not permitted to collaborate with any other person for ideas or answers or use any materials as the exams are **NOT open book exams**. Violations of academic integrity are a serious academic offense, weaken the quality of the degree, and will not be tolerated. Penalties range from 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 University; expulsion from Carleton University, amongst others.

Partial Marketing Plan Analysis and Full 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. Please refer to rubric for guidance in structuring and completing the case study.

Group membership is self-assigned by the student through the cuLearn self-selection link and each group is required to submit a copy of their group contract to me in the third week of class. Please see the 'Group Work Resources' document on the cuLearn site for information that can help you to coordinate the work of your team.

A grading rubric for each of these assignments will be posted on cuLearn. **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 accommodate differing time zones.

Both group assignments will be based on the case **Aspire Food Group: Marketing a Cricket Protein Brand**, the case may be downloaded through cuLearn.

In addition, links to materials to help you formulate your marketing plan have been posted to cuLearn.

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.

Finally, 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. To help you complete your case study please refer to the library course guide for BUSI 2208 at: <https://library.carleton.ca/research/course-guides/busi-2208> OR just sign into the library and access the course guide through the course guide section.

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. Consider this when making up your group contract please.

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 onto cuLearn by the due date listed in the course schedule.**

Presentation

During the last two weeks of class, groups will present their final marketing plan. This will be done through either Zoom or Big Blue Button – details will follow. All students must present a part of the marketing plan. All students are expected to 'attend' the presentations.

Final Exam

The final exam will be written during the university's formal exam period, April 16 to 27, 2021 and are scheduled according to eastern standard time (Ottawa time). Please take note of these dates since you are expected to be available to write your exam. The final exam is cumulative and will cover all assigned textbook chapters, lecture materials, slides and any additional assigned readings or videos.

7. Bonus Marks

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.

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 CSAS 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 Winter semester 2021, 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%.

COURSE SCHEDULE*

WEEK	TOPIC	READINGS	DELIVERABLES
1 JAN 12	Course Overview via either Zoom or Big Blue Button – see cuLearn Marketing: Creating Customer Value and Engagement Sustainable Marketing	Chapter 1 Chapter 16	List of Case Study Group Members due on Jan. 12th (5 people per group): email to instructor – one email per group please
2 JAN 19	Discussion of Grading Rubric Group members meet and divide up tasks in Big Blue Button in cuLearn* Library Information Session Videos Company and Marketing Strategy	Chapter 2	Zoom Meeting with instructor at 14:35 *Instructor will also drop in on Big Blue Button sessions – see schedule on cuLearn for times Watch Library Info Videos
3 JAN 26	Analyzing the Marketing Environment Managing Marketing Information to Gain Customer Insights	Chapter 3 Chapter 4	Group Contract due Jan. 26 th - all group members must sign it – include a clause on academic integrity. Please consult cuLearn for suggestions for group contract
4 FEB 2	Understanding Consumer and Business Buyer Behaviour	Chapter 5	Big Blue Button Group Meetings with Instructor – see schedule
5 FEB 9	Customer Value-Driven Marketing Strategy	Chapter 6	Partial Marketing Plan Analysis Due on Feb 9, by 23:59
FEB 16	Winter Break – no classes		
6 FEB 23	Midterm Exam Covers chapters 1, 2, 3, 4, 5, 6, 16 including all information covered in both in class slides and videos	ON-LINE	FEBRUARY 23, Eastern Standard Time beginning at 14:35 (2:35 p.m.)
7 MAR 2	Products, Services & Brands Developing New Products	Chapter 7 Chapter 8	
8 MAR 9	Pricing Channels	Chapter 9 Chapter 10	
9 MAR 16	Retailing & Wholesaling Advertising & PR	Chapter 11 Chapter 12	Big Blue Button Group Meetings with Instructor – consult schedule in cuLearn for meeting times
10 MAR 23	Personal Selling & Sales Promotion Direct, Online, Social Media & Mobile Marketing	Chapter 13 Chapter 14	
11 MAR 30	Presentations		
12 APR 6	Presentations – last class		Final Marketing Plan due by 11:59 pm.
APR 16 - 27	Final Exam – Covers chapters 1-14 & 16, plus all information in the slides and videos	ON-LINE	TBA

*All deadlines & due dates are set in eastern standard time – please make adjustments for this

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 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/>

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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