



**Carleton University
Sprott School Of Business
BUSI 2208 F
Winter 2015
Introduction to Marketing**

Professor: Dr. Irene Lu
Office: 929 DT
Office Hours: TBD
Email: listed under course cuLearn Mail
Telephone: 613-520-2600 ext. 2970

Teaching Assistant: TBA
Teaching Assistant Email: TBA

Course meets: Fridays, 11:35 a.m. to 2:25 p.m.

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

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 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

Grewal, Dhruv, Michael Levy, Ajax Persaud and Shirley Lichti (2012), *Marketing, Second Canadian Edition*. Toronto: McGraw Hill Ryerson Ltd.

There are 2 purchase options:

1) Purchase the hardcopy textbook package which includes access to Connect + an eBook version of the text (ISBN: 9780071320382)

- The hardcopy package is available to purchase at the Carleton University Bookstore and Haven Books.

2) Purchase Connect access code only which includes an eBook version of the text (no hardcopy) (ISBN: 9780070912663)

- The Connect access code with eBook package can be purchased online at: <http://www.mcgrawhill.ca/highereducation/products/9780071320382/marketing,+2nd+cdn+ed.+with+connect+access+card/>

Connect is an online learning aid. It includes an interactive eBook, self-study quizzes, interactive Marketing exercises and LearnSmart- an adaptive learning technology which will personalize a study plan for you to make your study time more effective and efficient.

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

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 <http://carleton.ca/culearn/students>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at ccs_service_desk@carleton.ca.

The course cuLearn website contains all the pertinent course information. This site will be the primary source for course announcements and distribution of materials including assignments, supplemental readings, etc. Grades will be posted to cuLearn as soon as they become available. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.' In case of class cancellation due to inclement weather, an announcement will be posted on cuLearn as soon as possible.

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add "BUSI 2208G" in your email's subject line. In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

Cellular Phone Usage Policy

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

Laptop Usage Policy

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

EVALUATION CRITERIA:

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions, which are the best vehicle to fully express your ideas and to let others benefit from them. A case analysis will help develop and test your decision-making and communication abilities. Short cases and/or other exercises may also 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) and to present and defend your ideas in a public forum during the project presentation. 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 Participation (Individual)		10%
2. Case Analysis (Group)		20%
3. Comprehensive Project (Group)		25%
	Written report	20%
	Presentation	5%
4. Midterm Exam		20%
5. Final Exam		<u>25%</u>
Total		100%

***NOTE: Students must achieve a minimum grade of 50% on the final exam AND a minimum grade of 50% on the total grade for the comprehensive group project to pass this course.**

Satisfactory In-term Performance

- The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
 - Minimum grade of 50% on the total grade for the comprehensive group project (presentation + written report = total grade).
- Unsatisfactory In-term Performance in this course will lead to:

Failure in this course (regardless of the performance at the Final exam or final project) Yes No

FND grade in this course (in case of missed Final exam or project) Yes No

1. Class Participation:

Class participation will count for 10% of your final grade. 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 take attendance and keep track of student participation at each class. You are also required to keep a record of your own participation.

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

Arriving to class late or leaving during a class (except in extenuating circumstances and after informing the professor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom and will affect your class participation mark.

Please note that attendance at the library information session and during the classes when the comprehensive group projects are being presented is **mandatory**; failure to attend these classes will result in a reduction of your participation grade. The penalty is **3%** per week missed (e.g., your final grade will be reduced by 3% for each missed week).

2 & 3. Case Analysis and Comprehensive 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 that you form. The first group assignment will see you partially complete a marketing plan for a company presented to you in a 'case study.' This case is available in the bookstore but can also be purchased directly from:

<https://www.iveycases.com/ProductView.aspx?id=60759>. For the second marketing plan assignment, you and/or your group members will find a company to work with to complete a full marketing plan. A grading rubric for each assignment will be posted on CU Learn.

4 & 5. Midterm and Final Exams:

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 in April 2015, for winter term courses. The exact date and time will be announced later in the term. Students are advised to take final exam dates into consideration prior to making any travel arrangements. The final exam will be based on all topics covered (in class and in the readings) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class. **Please note: students must achieve a minimum of 50% on the final exam to pass the course.**

AN IMPORTANT NOTE ON GROUP ASSIGNMENTS:

The intent of having group assignments is to provide an opportunity for students to learn from each other in a more intimate setting than the classroom provides. Group work does NOT consist of dividing the assignment up into parts that may be completed by individuals and then throwing those parts together into one document. That is why a certain portion of the marks for each assignment are dedicated to how the assignment reads; it should flow as one piece of writing, not a collection of individual styles. Since you are considered to be working on the entire assignment together, you are all jointly and individually responsible for any infractions of academic integrity. This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty. You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work. Please keep this in mind as you complete the Academic Integrity Declaration.

Group Peer Evaluation

A group grade will be assigned, but not all members in the group will necessarily receive the same grade. When the final report is turned in, each group member will turn in a group evaluation individually. The evaluation form with detailed instruction is available at the course website.

Please note that students must **achieve a minimum grade of 50% on the overall grade for the comprehensive group project to pass the course.** That is, once the peer evaluations have been considered and the grades for the presentation and written report totalled, individual students must achieve a minimum of 50% to pass the course.

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. The staff in 810 DT will NOT accept assignments. 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 case study 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.

Students who can not hand the individual case analysis in by the assigned deadline due to certified illness may have the deadline extended, depending on the contents of the doctor's note. **Please ensure that your medical practitioner includes a date by which s/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies.** The weight of the individual case analysis will NOT be added to the final exam.

Please note that in this course **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

CLASS SCHEDULE:

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

Session /Date	Topics	(R) Readings / (A) Assignments
1 Jan 9	- Course Administration Overview - Overview of Marketing - Composition of Teams for Group Assignments	R: Ch. 1
2 Jan 16	- Developing a Marketing Plan and Marketing Strategies - Analyzing the Marketing Environment - Initial Case Analysis – done in groups	R: Ch. 2 R: Ch. 3 R: Case Bring grading rubric and case to this session
3 Jan 23	- Consumer Behaviour	R: Ch. 5
4	- Library Information Session	Bring grading rubric and

Jan 30	- Work on Case Analysis	case to this session
	- Class will meet in the library , room number to be announced in class	
5 Feb 6	- Segmentation, Targeting and Positioning	R: Ch. 7
	*Item due in class: Group Comprehensive Project Proposal	
6 Feb 13	- Midterm Examination – in class	
Feb 20	Reading Week (Feb 16-20): No Class	
7 Feb 27	- Midterm Debrief	
	- Pricing	R: Ch. 11
	- Integrated Marketing Communications	R: Ch. 14
	* Item due on cuLearn: Case Analysis Report	
	* Items due in class: Academic Integrity Declaration Peer Evaluation Form	
8 Mar 6	- Marketing Channels: Distribution Strategy	
	- Retailing	R: Ch. 12 R: Ch. 13
9 Mar 13	- Case Analysis Debrief	R: Ch. 4
	- Marketing Research	R: Ch. 8
	- Developing New Products	
10 Mar 20	- Product Branding and Packaging Decisions	R: Ch. 9
	- Ethics and Socially Responsible Marketing	R: Ch. 17
11 Mar 27	- Comprehensive Group Project Presentations	
12 April 8	- Comprehensive Group Project Presentations	
	* Item due on cuLearn: Comprehensive Project	
	* Items due in class: Academic Integrity Declaration Peer Evaluation Form	

ACADEMIC REGULATIONS, ACCOMMODATIONS, PLAGIARISM, ETC.

Required calculator in BUSI course examinations

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

Group work

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

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50	WDN = Withdrawn from the course		

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

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

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

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your *Letter of Accommodation* at the beginning of the term, and no later than

two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made.

- - The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 7, 2014 and for the April 2015 exam period is March 6, 2015.

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.

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 expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

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 TO REMEMBER

January 5

Winter-term classes begin. [Late Charges](#) now apply.

January 16

Last day for registration for winter term courses.

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

Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

January 31

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

February 13

April examination schedule available online.

February 13-21

Fall-term deferred examinations will be held

February 16

Statutory holiday, University closed.

February 16-20

Winter Break. Classes are suspended.

March 1

Last day for UHIP refund applications for International Students who will be graduating this academic year.

Last day for receipt of applications from potential spring (June) graduates.

March 6

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

Late March (Date TBA)

[Last day to pay any remaining balance on your Student Account](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents. An account balance may delay Summer 2014 course selection.

April 3

Statutory holiday, University closed.

April 8

Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter-term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 9-10

No classes or examinations take place

April 11-23

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

June 8-18 (including Saturdays)

Fall/winter and winter term deferred final ex