



**BUSI 2208 F**  
**Introduction to Marketing**  
**Winter 2014**

**Professor:** Dr. Lindsay McShane

**Office:** 918 DT

**Office Hours:** Wednesdays 2:30-3:30 and Thursdays 11:30 to 12:30

**Class:** Thursdays 8:35am to 11:25am, Tory Building 446

**Email:** Lindsay.mcshane@carleton.ca (preferred contact method)

**Telephone:** 613-520-2600 ext. 2030

**Teaching Assistant:** TBA

**Teaching Assistant Email:** TBA

**Course Coordinator (Winter 2014):** Dr. Michel Rod

**COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:**

Overview of the marketing function within the firm. Promotion, product design, pricing and distribution channels are examined. Consumer buyer behaviour, trends in retailing and wholesaling, and marketing research are also reviewed. Case studies are used. [0.5 credit]

**COURSE PREREQUISITES:** The prerequisites for this course are BUSI 1004, ECON 1000 and one of PSYC 1001, PSYC 1002, SOCI 1001, SCOI 1002, or BUSI 1701. Precludes additional credit for BUSI 2204. **The School of Business enforces all prerequisites.**

**Note: This course is a prerequisite to**

1. BUSI 3204 (with a grade of C- or higher)
2. BUSI 3205 (with a grade of C- or higher)
3. BUSI 3208 (with a grade of C- or higher)
4. BUSI 4203 (with a grade of C- or higher)
5. BUSI 4205 (with a grade of C- or higher)
6. BUSI 4607 (with a grade of C- or higher)
7. BUSI 4206 (with a grade of C or higher)
8. BUSI 3207 (with a grade of C or higher)
9. BUSI 3705 (with a grade of D- or higher)
10. BUSI 4609 (with a grade of D- or higher)

Restricted to students enrolled in B.Com. or B.I.B.

Precludes additional credit for BUSI2204.

## **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 READING**

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

There are 2 purchase options for this textbook:

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

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

The hardcopy package is available to purchase at the Carleton University Bookstore, Haven Books, and the Connect access code with eBook package can be purchased directly online via

<http://www.mcgrawhill.ca/highereducation/products/9780071320382/marketing,+2nd+cd+n+ed.+with+connect+access+card/>

Connect is a valuable study resource for this course which 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 copy of the text is on reserve in the university library.

## **COURSE NORMS**

### **Use of CU Learn**

The course website runs under the CU Learn course management system and 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 CU Learn 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 CU Learn as soon as possible.

### **Email Policy**

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). Please be aware that I do not always 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 CU Learn course discussion group 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.

## **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. Case studies 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 Attendance, Preparation and Participation (individual)		15%
2. Individual Written Case Analyses		20%
3. Comprehensive Project (group)		25%
	Written report	20%
	Presentation	5%
4. Midterm Exam		20%
5. Final Exam		<u>20%</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 Attendance and Participation:**

**Your engagement and participation are necessary for learning and success.** Class participation is the classroom 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 class participation which will count for 5% of your final grade. You are encouraged to keep a record of your own participation.

Attendance will be taken at each class and will count for 5% of your final grade. 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 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 1% per week missed (e.g., your final grade will be reduced by 1% for each week of presentations missed).

### **2 and 3. Written Case Analysis and Comprehensive Group Project:**

All students are required to submit one individual written case analysis. The case we are using this semester, *Aradia Fitness London*, can be downloaded from the Ivey Publishing website <https://www.iveycases.com/ProductView.aspx?id=58062>. The digital download fee is \$3.40.

In addition, students will complete a comprehensive group project including an oral presentation. See CU Learn for additional details on these assignments, including formatting requirements.

### **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, April 11 – 26, 2014, 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.

### **LATE PENALTY**

All assignments (individual case, group case, and the comprehensive group project) 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. 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 cannot hand the individual case study 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 study 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](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/Assignments</b>
1 Jan 9	- Introduction to Marketing: Course Overview - Overview of Marketing - Developing a Marketing Plan and Marketing Strategies	Chapter 1 Chapter 2
2 Jan 16	- Analyzing the Marketing Environment - Initial Case Analysis – done in groups	Chapter 3 Read Case Study Download grading rubric
3 Jan 23	- Library Information Session - <b>Class will meet in the library, room number to be announced in class</b>	+ Group time to work on Case Study 1
4 Jan 30	- Consumer Behaviour	Chapter 5
5 Feb 6	- Segmentation, Targeting and Positioning	Chapter 7
6 Feb 13	- <b>Midterm Examination – in class</b> - Group meetings with professor for Comprehensive Project (times & dates TBA)	
Feb 20	- <b>Reading Week – No Classes</b> -	
7 Feb 27	- Midterm Debrief - Integrated Marketing Communications	Chapter 14 <b>Individual Case Study Due</b> with Academic Integrity Declaration
8 Mar 6	- Retailing - Marketing Channels: Distribution Strategy	Chapter 13 Chapter 12
9 Mar 13	- Case Study Debrief - Marketing Research - Developing New Products	Chapter 4 Chapter 8
10 Mar 20	- Pricing - Ethics and Socially Responsible Marketing - Course wrap-up	Chapter 11 Chapter 17
11 Mar 27	- <b>Comprehensive Group Project Presentations</b>	
12 Apr 3	- <b>Comprehensive Group Project Presentations</b>	<b>Group comprehensive project due</b> with Group Contract and Academic Integrity Declaration

### **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.

### **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/>

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, 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*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website 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 April 2014 exam period is March 7, 2014.

*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](http://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](http://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

### Winter Term 2014

<b>Date</b>	<b>Activity</b>
January 2, 2014	University re-opens.
January 6, 2014	Winter-term classes begin.
January 17, 2014	Last day for registration for winter term courses. Last day to change courses or sections (including auditing) for winter term courses.
January 31, 2014	Last day for withdrawal from winter term and winter portion of fall/winter courses with full fee adjustment.
February 1, 2014	Last day for receipt of applications for admission to the Bachelor of Architectural Studies and the Bachelor of Social Work degree programs for the fall/winter session.
February 14, 2014	April examination schedule available online.
February 14-22, 2014	Fall-term deferred examinations will be written.
February 17, 2014	Statutory holiday. University closed.
February 17-21, 2014	Winter Break, no classes.
March 1, 2014	Last day for receipt of applications from potential Spring (June) graduates. Last day for receipt of applications to the Bachelor of Humanities, Bachelor of Industrial Design, Bachelor of Information Technology (Interactive Multimedia and Design), Bachelor of Journalism, and the Bachelor of Music degree program for the fall/winter session. Last day for receipt of applications for admission to a program for the summer term.
March 7, 2014	Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.
March 25, 2014	Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examination Regulations in the Academic Regulations of the University section of this Calendar).
April 1, 2014	Last day for receipt of applications for admission to an undergraduate degree program for the fall/winter session, from candidates whose documents originate outside Canada or the United States, except for applications due February 1 or March 1. Winter term ends. Last day of fall/winter and winter-term classes.
April 8, 2014	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, 2014	No classes or examinations take place.
April 11-26, 2014	Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all seven days of the week. Please note that examinations will not be held on April 18-20.
April 15, 2014	Winter Co-op Work Term Reports are due.

<b>Date</b>	<b>Activity</b>
April 18, 2014	Statutory holiday, University closed.
April 26, 2014	All take home examinations are due on this day.
May 1, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the summer session. Last day for receipt of applications for admission to an undergraduate program for the fall/winter session from mature applicants, from those presenting post-secondary education qualifications and from those transferring from other universities in Canada or the United States, and from applicants with high school qualifications from Canada and the United States, except for applications due March 1.
June 1, 2014	
June 9-19, 2014	Fall/winter and winter term deferred final examinations will be held.
June 15, 2014	Last day for receipt of applications for internal degree transfers to allow for registration for the 2013-2014 fall/winter session.