



**Carleton**  
UNIVERSITY

**SPROTT**  
SCHOOL OF BUSINESS

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

**Instructor:** Murray Sang

**Office:** 1009A Dunton Tower

**Office Hours:** On-line with Big Blue Button Technology every  
Wednesday, 7:00 to 8:00 pm, Eastern Standard Time

**Email:** murray.sang@carleton.ca

**Modality:** \*Online (\_27\_ hrs. asynchronous and/or \_9\_ hrs. synchronous)

**Office Meets:** Wednesday's from 18:05-20:55

**TA:** TBA

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**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.

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**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 class lectures, required readings, video clips, weekly assignments and activities designed to be viewed asynchronously by the students. Students will require a reliable internet connection and microphone 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.**



### **Learning Outcomes:**

The main learning 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;
- facilitate the development of basic research and communication skills necessary to marketing decision-making and a successful career in marketing;
- provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making; and
- provide the opportunity to develop team work skills and group leadership skills

As an introductory course, BUSI 2208 presents a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow you to pursue your specific marketing-related interests in more depth.

### **Reading(s)/Textbook(s)/Required Materials (incl. technical requirements):**

**The required textbook is:** Armstrong, Gary, Philip Kotler, Valerie Trifts et al. (2021) *Marketing: An Introduction, 7<sup>th</sup> 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 this case study through the 'Library Reserves' ARES link on cuLearn.

### **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.'

### **Email Policy**

The best way to reach the professor is by email. **Please be sure to indicate BUSI 2208F 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 @cmail 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 work week I will endeavor to answer your emails within 24 hours; you should not expect an immediate response.

### **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:

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%

#### **1. Midterm Exam**

During the semester, you will complete one (1) two-hour midterm exam online. This exam will cover the material from several chapters in your textbook, recorded lectures, and online videos (e.g., library information session videos). The format for the exam will be announced at a later date.

If you are not able to take a midterm exam on the assigned date, you may make arrangements to write a make-up exam provided that you provide me with supporting documentation, for example, a police report or funeral announcement in the case of family emergencies. In all cases, you must provide such documentation in a timely manner, e.g., before the exam is debriefed in class (see class schedule for dates).

## **2. Partial Marketing Plan Analysis and 3. 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. **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.** 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 to take into consideration differing time zones.

Both group assignments will be based on the case, **Aspire Food Group: Marketing a Cricket Protein Brand**, may be downloaded via the library’s online reserve system.

To access materials placed on reserve for this course, login to cuLearn and select this course. Look for the ‘Library Reserves’ block on the right -hand side. Click on ‘view course in Ares’. Locate the case study in the list of items put on reserve. Click ‘view item’. If you are accessing the system from off-campus, you will be asked to login using your MyCarletonOne credentials. Once you have done this, you should have access to the case.

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

### **Inability to Complete a Group Assignment Due to Illness or Other Emergencies:**

The situation of students who cannot contribute to the group marketing plan assignments due to illness or family emergency will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group’s contract.

### **Infractions of Academic Integrity**

As part of your group assignment, you must complete and upload the ‘Declaration of Academic Integrity’ form available on cuLearn. Since you are considered to be working on the entire assignment together, **you are all jointly and individually responsible for any infractions of academic integrity.** This means that if one of you plagiarizes or fails to cite sources, all of you will receive the same penalty.

You do not have recourse to the excuse that you personally did not complete that portion of the assignment – this is GROUP work.

### **Late Penalty**

Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). **Both the Partial Marketing Plan Analysis and Full Marketing Plan Report should be sent to me by e-mail by the deadline indicated in the course schedule.**

### **5. Presentation**

During the last two weeks of class, groups will present their final marketing plan. The software to be used will be the Big Blue Button Technology. All students are expected to 'attend' the presentations.

### **6. Final Exam**

The final exam will be written during the university's formal exam period, April 16 to 27, 2021. 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, 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](mailto: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](mailto: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:**

<b>WEEK</b>	<b>TOPIC</b>	<b>READINGS</b>	<b>DELIVERABLES</b>
<b>1</b> <b>JAN 13</b>	Course Overview Marketing: Creating Customer Value and Engagement	Chapter 1	
<b>2</b> <b>JAN 20</b>	Sustainable Marketing Company and Marketing Strategy	Chapter 16 Chapter 2	
<b>3</b> <b>JAN 27</b>	Analyzing the Marketing Environment Managing Marketing Information to Gain Customer Insights	Chapter 3 Chapter 4	
<b>4</b> <b>FEB 03</b>	Library Information Session Discussion of grading rubric Customer Value-Driven Marketing Strategy	Chapter 6	Watch Library Info Videos <b>Group Contract due on Feb 03 by 11:59 Eastern Standard Time</b>
<b>5</b> <b>FEB 10</b>	Understanding Consumer and Business Buyer Behaviour	Chapter 5	<b>Partial Marketing Plan Analysis Due on Feb 10, by 11:59 p.m.</b>
<b>FEB 17</b>	<b>Winter Break- No Classes</b>		
<b>6</b> <b>FEB 24</b>	<b>Midterm Exam</b> Chapters 1-6 & 16	ON-LINE	<b>Duration: 2 hours 7:00 to 9:00 PM, WEDNESDAY EVENING, FEBRUARY 24, Eastern Standard Time</b>
<b>7</b> <b>MAR 03</b>	Products, Services & Brands Developing New Products	Chapter 7 Chapter 8	
<b>8</b> <b>MAR 10</b>	Pricing Channels	Chapter 9 Chapter 10	
<b>9</b> <b>MAR 17</b>	Retailing & Wholesaling Advertising &PR	Chapter 11 Chapter 12	

<b>10 MAR 24</b>	Personal Selling & Sales Promotion Direct, Online, Social Media & Mobile Marketing	Chapter 13  Chapter 14	
<b>11 MAR 31</b>	Presentations		
<b>12 APR 07</b>	Presentations		<b>Final Marketing Plan due by 11:59 pm.</b>
<b>APR 16 - 27</b>	Final Exam	ON-LINE	<b>TBA</b>



## 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](https://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](https://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](mailto: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](https://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](https://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](https://students.carleton.ca/course-outline)

### **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

### **Sprott Student Services**

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in\* any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

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

### **Centre for Student Academic Support**

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: [carleton.ca/csas](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.
  - 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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