



**Carleton University  
Sprott School Of Business  
BUSI 2208 H  
Winter 2019  
Introduction to Marketing**

Last updated on December 2019

**Professor:** Dr. Lindsay McShane  
**Office:** 918 DT  
**Office Hours:** By appointment  
**Class:** Thursdays 8:35 a.m. to 11:25 a.m., Tory Building 447  
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**Phone:** 613-520-2600, ext. 2030  
**Teaching Assistant:** TBA  
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**Course Coordinator (Fall 2018):** Lindsay McShane

**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.

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**COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR:**

Overview of the marketing function within the firm. Introduction to key marketing concepts and principles; business environment analysis, strategic decision making (segmentation, targeting, positioning), marketing mix planning (product, price, place 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**

Lamb, CW, Hair, JF, McDaniel, C., Boivin, M., Gaudet, D., and Shearer, J. (2018) *MKTG, Fourth Canadian Edition*. Toronto: Nelson Education.

ISBN-10: 0-17-672368-4

ISBN-13: 978-0-17-672368-2

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

#### **The required case**

Next Generation Green: White Dog Cafe and Its Evolving Brand Identity  
<https://www.iveycases.com/ProductView.aspx?id=91429>

### **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 Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at [ccs\\_service\\_desk@carleton.ca](mailto: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 by email, and ***be sure to always use BUSI2208B in the subject line***. In keeping with Carleton University policy, your @email 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.

### **Recording or Videotaping Policy**

Students are not permitted to make any unauthorized recordings or *video of lectures*.

### **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.

### **Course Material Sharing Policy**

Student or professor materials created for this course (including presentations and posted notes/slides, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

### **EVALUATION CRITERIA:**

To accomplish the course objectives several learning methods are utilized. You are strongly encouraged to participate in class discussions, which are the best vehicle to fully express your ideas and to let others benefit from them. 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)	5%
2. Initial Marketing Plan Analysis (Group)	20%
3. Final Marketing Plan Report (Group)	25%
4. Midterm Exam	20%
5. Final Exam	<u>30%</u>
Total	100%

**\*Please Note: To pass this course, students must achieve**

**(i) a minimum grade of 50% on the final exam,**

**(ii) a minimum grade of 50% on the Initial Marketing Plan Analysis**

**(iii) a minimum grade of 50% on the Final Marketing Plan Report.**

#### **Satisfactory In-term Performance**

- The criterion/criteria and the standard(s) for Satisfactory In-term Performance are as follow(s):
  - Minimum grade of 50% on the Initial Marketing Plan Analysis
  - Minimum grade of 50% on the Final Marketing Plan Report
  - Minimum grade of 50% on the final exam
- Unsatisfactory In-term Performance in this course will lead to:  
Failure in this course (regardless of the performance at the Final exam or final project) Yes  No

#### **1. Class Participation:**

Class participation will count for 5% 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 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. Please 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 is mandatory; failure to attend these classes will result in a reduction of your participation grade. The penalty is 3% if missed (e.g., your final grade will be reduced by 3% for missing this session).*

### **2 & 3. Initial Marketing Plan and Final Marketing Plan Report**

A major take away from this course is the ability to construct a marketing plan. You will have the opportunity to practice this skill twice during the semester, both times as part of a group that you form. The first group assignment – the Initial Marketing Plan - will ask that you partially complete a marketing plan for a company presented to you in a ‘case study.’

For the second marketing plan assignment – the Final Marketing Plan Report - 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. 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) after the midterm. 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.**

### **MISSED CLASSES:**

Students should attend all classes. Topics build on each other on a weekly basis; one missed class is detrimental to understanding new material. If an absence is unavoidable, the student is responsible for obtaining any missed information (i.e., contacting classmates to copy notes). To be fair to students that attended class, no class time or the professor's office time will be used to re-present the missed information.

### **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. These evaluations may influence the individual grades assigned in the group projects. The evaluation form with detailed instruction is available at the course website.

### **LATE PENALTY:**

All assignments are due at the beginning of class. Once the lecture starts, your assignment is late. 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. This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time. **No deadline extension will be given for group assignments.**

### **INABILITY TO COMPLETE AN ASSIGNMENT OR WRITE THE MIDTERM EXAM DUE TO ILLNESS:**

The situation of students who cannot contribute to the group marketing plan assignments due to certified illness or family emergency will be dealt with on an individual basis.

For all occasions that call for a medical certificate you must use or furnish the information

demanded in: [https://carleton.ca/registrar/wp-content/uploads/med\\_cert.pdf](https://carleton.ca/registrar/wp-content/uploads/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>(R) Readings /</b>	<b>Deliverables</b>
1 Jan. 10	- Course Administration Overview - An Introduction to Marketing - Strategic Planning for Competitive Advantage	R: Ch. 1 R: Ch. 3	
2 Jan. 17	- Marketing Environment, Social Responsibility, and Ethics - Discuss Assignments	R: Ch. 2 R: Grading rubric for Initial Marketing Plan	
3 Jan. 24	<b>Library Information Session (mandatory)</b> - Composition of Teams for Group Assignments <b>Class will meet in library room 252</b>	R: Case  <i>Note: Failure to attend will result in a 3% penalty to your final grade</i>	
4 Jan. 31	- Consumer Decision Making - Segmentation, Targeting and Positioning	R: Ch. 6 R: Ch. 8	
5 Feb. 7	- Marketing Research - Initial Case Analysis – done in groups	R: Ch. 5 Bring grading rubric and case to this session	
6 Feb. 14	- <b>Midterm Examination – in class</b>		
7 Feb. 21	- <b>Reading Week</b>		
8 Feb 28.	- Promotion Decisions	R:Ch. 16-19	

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9 March 7	- Midterm Debrief - Marketing Channels and Supply Chain Management Retailing	R: Ch. 14 R: Ch. 15	<b>Due Hard Copy:</b> Case Assignment, and Academic Integrity Declaration  <b>Due on cuLearn:</b> Peer Evaluation  <b>Due via email:</b> Final Project Proposal
10 March. 14	- Setting the Right Price	R: Ch. 13	
11 March 21	- Product Concepts - Developing and Managing Products - Branding -	R: Ch. 10 R: Ch. 11	
12 March 28	- Services and Nonprofit Organization - Global Markets	R: Ch. 12 R: Ch. 4	
13 April 4	- Course Wrap Up - Final Marketing Plan Report discussions		<b>Due on cuLearn:</b> Final Project, Academic Integrity Declaration, Peer Evaluations for Final Project

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## **ACADEMIC REGULATIONS, ACCOMMODATIONS, PLAGIARISM, ETC.**

### **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 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 in 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/>.

### **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 is 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](http://students.carleton.ca/course-outline)

### **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're 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/support-services/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

### **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, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>
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