



**CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BIT 2002A (FALL 2019)  
MARKETING IN THE IT SECTOR**

**Professor:** Dr. Robert Helal  
**Class Time:** Friday 2:35 pm – 5:25 pm  
**Room:** Refer to Carleton course rooms online  
**Office Hours:** By appointment  
**Email:** [robert.helal@carleton.ca](mailto:robert.helal@carleton.ca)

**Course Prerequisite(s):** Restricted to students in the B.I.T. degree program.

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**Please read this course outline carefully: A good understanding of it will help in focusing your learning and in achieving your desired outcomes from the course.**

***Course Description:*** Basic problems and practices in marketing. Marketing strategies, planning, packaging, branding and promotion, distribution channels at the level of the individual firm.

**Course Objectives:**

In this course, we 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 behavior of customers within them;
- familiarize students 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.

**An emphasis will be placed on illustrating these themes through a technology industry lens.**

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 successful careers in areas dependent on understanding the principles of 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 specific interests in more depth.

**Required Text:**

Philip T. Kotler, Gary Armstrong (2018) *Principles of Marketing, 17th Edition* (Pearson)

**Assignment - Case Study:**

Will be announced first week of classes.

**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>.

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. Assignment 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.

Students will be fully responsible for reading and responding appropriately to all information distributed through the course site. Information provided through CULearn will be considered to have been provided to all registered students within 24 hours of posting.

In case of class cancellation due to unexpected circumstances (e.g., inclement weather), an announcement will be posted on CULearn and an email will be issued to your Carleton email address, as soon as possible.

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 e-mail at [ccs\\_service\\_desk@carleton.ca](mailto:ccs_service_desk@carleton.ca).

**Email Policy**

In keeping with Carleton University policy, your Carleton email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). I will endeavor to answer your emails as soon as possible. Also, I will not answer by email questions that have already been asked and answered in class, are in the syllabus or on our CULearn site, or are clearly covered in the lecture materials. Please use the CULearn course forum (discussion board) to ascertain whether your class mates can assist you.

## Cellular Phone Usage

The use of cellular phones is not permitted in this class, unless otherwise permitted by the professor. 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 an emergency situation requires you to keep your cell phone turned on, please discuss this with the professor prior to the class.

## Laptop Usage Policy

Laptop use in class is allowed for activities related to the class only. Please do not use your laptop for any other purposes (e.g., surfing, e-mailing etc.) which can be distractions to you and to those around you. Inappropriate use of your laptop in class may be noted and may 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. Short cases or other exercises (e.g. newsbytes) 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 presentations. An in-class midterm exam and a final examination will help you consolidate the knowledge acquired throughout the course. The course evaluation criteria are as follows:

### Grading:

	Percent
Individual Assignment – Case Analysis	20
Midterm Exam	20
Group Project: Comprehensive Marketing Plan – written report	20
Group Project: Comprehensive Marketing Plan – presentation	5
Class Participation (assessed through submitted newsbytes, verbal contributions, class-related discussions, and workshop exercises)	15
Final Exam	20
<b>Total</b>	<b>100</b>

**NOTE:** To pass this course, students must achieve a minimum grade of 50% on the final exam.

### 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 final exam.*

Unsatisfactory In-term Performance in this course will lead to:  
*Failure in this course    Yes [X]    No [ ]*

## 1A. Class Participation: In-Class

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**Thoughtful Participation:** Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent of management participation in meetings. It is an important part of success in this course. Effective participation implies active and continuous contribution to class proceedings. **Mere attendance** does not count towards full class participation.

Late arrival or leaving during a class (except in extenuating circumstances and after informing the professor) is disruptive to the professor, your fellow students and the learning environment. Such behavior is not appreciated in any situation and organization and will have a negative impact on your participation grade.

*\*\* Please inform the professor if you have to leave during class time \*\**

**Preparation for Class:** Study the assigned text chapters and assignments before each class. Please be prepared to discuss the contents of the assigned chapters, in class on the day for which it is assigned. You will be notified in advance of any changes in required readings and class preparation requirements.

**Mandatory Attendance on Group Presentation, Guest Speakers and Library Weeks:** Please note that **attendance is mandatory** during the library research session, classes when the comprehensive group projects are being presented, and during any guest speaker sessions. Failure to attend these classes (in full) will result in a reduction of your participation grade. Any of these weeks missed will result in a reduction of your final mark up to 5% per week missed.

A penalty of up to 10% of the final grade may be assessed if a student is continually poorly prepared, disruptive, or absent from class discussions.

## 1B. Class Participation: Newsbyte Submissions

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During the semester, each student will be expected to submit brief write-ups on marketing issues in the news, in the form of “newsbytes.” These newsbytes provide a valuable opportunity to identify and examine marketing issues in current events.

Each student will be required to submit **3 newsbytes during the semester**. Starting week 2 of the semester, there will be 7 weeks designated as newsbyte weeks, and it will be the choice of the student which 3 weeks to submit a single newsbyte. Newsbyte submissions will not be accepted outside of these weeks. The submitted newsbytes will form part of your class participation grade.

**What are Newsbytes?:** Students will be required to find a recent article or story (must be less than 3 months old) related to marketing in a newspaper, business magazine or marketing-related websites and produce a full one-page typewritten summary that illustrates a topic of interest in the course. For newsbyte submission weeks, all submissions are due on CULearn before the start of each class, and each week several students may be asked to present their article.

**Newsbyte Template:** The newsbyte guidelines and template will be posted on CULearn.

- All submitted newsbytes must use the template as provided on CULearn
- On CULearn, all newsbytes must be submitted as PDFs
- No hard copy submission required in class for newsbytes

**Marking Newsbytes:** Newsbytes are marked as pass/fail. Newsbytes that consistently demonstrate higher quality and depth of thought in the write-up will be reflected accordingly in the final course class participation mark.

- Newsbytes **that do not follow the template** provided will not be marked or counted as one of your three (3) submissions for the semester.
- Newsbytes must be based on **articles less than three months old**. Newsbytes based on articles that do not meet this requirement will not be marked or counted as one of your three (3) submissions for the semester.
- Newsbytes submitted that are **missing any of the sections outlined** in the guidelines and template on CULearn will receive a **failing grade**.

**Presenting Newsbytes:** Newsbytes are intended to stimulate class participation, and if presenting, you will receive an email from me prior to class asking you to prepare a brief presentation. Guidance will be provided on where to focus your presentation.

## **2. Individual Assignment – Case Analysis**

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Cases are brief descriptions of a situation in which an organization finds itself at a certain point in time. The main purpose of casework is to identify the problem(s)/opportunities facing the organization and to make decisions on how to solve them. You should put yourself in the position of the decision-maker. Assignment guidelines will be posted to CULearn. The report should use the headers shown in the case grading scheme posted on CU Learn.

**Assignment - Case Study:** Will be announced first week of classes.

### 3. Comprehensive Marketing Plan Project

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*Team sizes will be announced on the first day of class.*

The written project will be executed, and a report written by self-selected teams. It will be done as a group project. Only one project write-up is required for the whole group.

The purpose of the project is to allow you to take a real-life marketing problem, analyze it, and offer a well thought out solution.

#### *The Assignment*

As a group, select a real life-marketing problem of interest to you in the technology sector (e.g. computer, gaming, animation, consumer electronics, medical devices or telecommunications).

This problem may be one faced by a company of which you are a part, or one faced by a company where you can get access to enough information to work on solving the marketing problem. Alternatively, you may have an idea about a business you would like to be in, or a product you would like to market and could select the marketing problems associated with that idea to work on in your project. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, press stories, etc.

Once you have selected the problem, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives and make your recommendations.

The project consists of a case analysis of a real-world current issue for an organization that you will locate and identify. Your report will consist of a detailed and comprehensive description of the situation facing the manager and an analysis with recommendations for action for the organization.

#### *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 assembling 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**.

**\*\* Note: Professor approval (or pre-clearance) of your selected topic is required \*\***

**Time is of the essence...**

It is important to form groups early and invest the time early in finalizing a project for approval. Delays in this step takes time away from working on both your individual and group assignments.

**Group Assignment - Presentation of Case analysis:** When presenting this case, prepare a 20 minutes presentation for the class. Then there will be approximately 10 minutes allowed for class discussion of your strategy and implementation. This is a maximum. You will not be allowed to go over the allotted time. Depending on class size and group numbers, **adjustments to the presentation section and timing** of the course may be reassessed. This will be determined in the first couple of weeks of the course, once groups are finalized.

**Group Assignment - Group/Member 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 as follows: Each member will take 100 points and allocate those points to all the group members (including him/herself) in accordance with the work done by each member. So, if there are 5 members in a group, and all 5 group members contribute equally, each would be allocated 20 points. But, if a member contributed very little, the remaining group members might allocate very few points to that member. If most of the members of a group independently assign few points to a particular member (indicating little contribution), that individual's grade for the project will be adjusted downward depending on how severe the lack of contribution is, as indicated by the other group members.

### ***Organization and Format***

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*See CULearn for detailed guidelines.*

The report must be in the form of a word-processed document and should not exceed 20 pages, double-spaced **not including** title page, executive summary, table of contents, appendices, exhibits, and references. Be concise. Double-spaced typing with 1" margins on all sides on 8 ½" x 11" paper, Times Roman 12-point font or its equivalent is assumed in the length limit. Properly acknowledge all material used in your report that is not your own. Please use in-line citations and include a list of sources cited (Chicago Manual of Style, author/date style. For more information, consult: <http://library.osu.edu/sites/guides/chicagogd.php>).

### ***Note on All Submissions***

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1. **Format:** All reports are to be submitted in word-processed form (e.g., no handwritten assignments).
2. **Submissions:** Hard copies will be required for some assignments, which will be specified in class and on the CULearn site. For those assignments, they must be handed in before the start of the class in which they are due. Any late assignments will be subject to penalty, no exceptions. PDF versions must also be submitted for all assignments and are to be posted to CULearn before the deadline.
3. **Late Assignments:** will be penalized 10% per day late (from point of due date and time).

4. **Submission Timestamps:** Upload date and time of your assignment submissions will be based on CULearn timestamp.
5. Late Newsbytes will not be accepted.
6. Always retain a copy of all assignments submitted.
7. **For class presentations**, if using computer-based overhead projection, please ensure that you have backup hardcopy presentation materials in case of electronic equipment failure. It is your responsibility to arrange for booking of any required equipment that is not regularly available in class.

## **Examinations**

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### ***4. Midterm Exam***

The midterm exam will be held during regular class time and will consist of multiple-choice and potentially short/long-answer questions. The midterm will be based on the textbook chapters, all lectures and materials covered in class up to the date of the midterm, and any content presented by guest speakers. Midterm scope will be confirmed in class prior to the exam.

### ***5. Final Exam***

The final exam will be held during the formal exam period and will be based on the textbook chapters, all lectures and materials covered in class, and any content presented by guest speakers. See the formal Carleton University exam schedule for the semester to verify exam time and place.

Students are advised to take final exam dates into consideration prior to making any travel arrangements.

**\*\* Please note: students must achieve a minimum of 50% on the final exam to pass the course. \*\***



**BIT 2002A (FALL 2019)**  
**MARKETING IN THE IT SECTOR**  
**UPDATE CLASS SCHEDULE\***

2019-2020 dates and deadlines: <https://carleton.ca/registrar/registration/dates-and-deadlines/>

Week	Date (Friday)	Topics	Readings	Due This Week
1	Sep 6	<ul style="list-style-type: none"> <li>Welcome Session: Course Outline and Introductions</li> <li>Introduction to Marketing</li> <li>Marketing Strategy</li> <li>Form groups for group assignments</li> </ul>	Chapters 1,2	
2	Sep 13	<ul style="list-style-type: none"> <li>Marketing Environment</li> <li>Business-to-Consumer Marketing</li> <li>Business-to-Business Marketing</li> </ul>	Chapters 3,5,6	<b>Submit Groups on CULearn</b> Newsbyte Week 1
3	Sep 20	<p style="text-align: center;"><b>Library Research Session</b></p> <p><i>Class will meet in the Library-room number to be announced in class. Held at MacOdrum Library ML252 2:30pm - 5:30pm.</i></p>	Chapters 4,7	<b>Group Project Proposal Due</b> Newsbyte Week 2
4	Sep 27	<ul style="list-style-type: none"> <li>Marketing Research/Market Information</li> <li>Segmentation, Targeting and Positioning</li> </ul>	Chapter 4,7	Newsbyte Week 3
5	Oct 4	Product: <ul style="list-style-type: none"> <li>Developing New Products, Services and Value</li> <li>Innovation and Competitiveness</li> </ul>	Chapters 8,9	<b>Individual Case Analysis Due</b> Newsbyte Week 4
6	Oct 11	<b>In-Class Midterm Exam</b>		
7	Oct 18	Price: <ul style="list-style-type: none"> <li>Pricing Strategy and Value</li> </ul>	Chapters 10,11	Newsbyte Week 5
	Oct 25	<b>STUDY WEEK (October 21 - 25)</b>		
8	Nov 1	Place: <ul style="list-style-type: none"> <li>Distribution/Marketing Channels</li> </ul>	Chapters 12,13	Newsbyte Week 6
9	Nov 8	Promotion: <ul style="list-style-type: none"> <li>Integrated Marketing Communication</li> <li>Sales Promotion and Personal Selling</li> </ul>	Chapters 14,16	Newsbyte Week 7
10	Nov 15	Promotion (cont'd) <ul style="list-style-type: none"> <li>Advertising, PR and Direct Response</li> <li>Global Marketplace</li> </ul>	Chapters 15,17,19	<b>Group Project Report Due</b>
11	Nov 22	<b>Comprehensive Case Presentations: Attendance Mandatory</b>		
12	Nov 29	<b>Comprehensive Case Presentations: Attendance Mandatory</b>		
13	Dec 6	<b>Comprehensive Case Presentations: Attendance Mandatory</b> <b>Recap of course themes and takeaways</b>		

\* **Speakers, Schedule and Readings:**

**Guest speakers** may present during the semester, and additional readings on a particular topic may occasionally be assigned.

While every attempt will be made to keep to the schedule listed above, unforeseen circumstances and availability of guest speaker(s) may necessitate modifications throughout the semester (including assignments, readings and topics). I will keep you informed of changes via CULearn.

## ADDITIONAL INFORMATION

### Course Sharing Websites

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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

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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

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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, Accommodations, Etc.

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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

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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 professor 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 professor 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 professor 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 professor 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 professor 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***

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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**

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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 8:30 am and 4:30 pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

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

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

### **Important Information:**

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- 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 <http://carleton.ca/ccs/students/>

### **Important Dates and Deadlines for 2019-2020 academic year at:**

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<http://carleton.ca/registrar/registration/dates-and-deadlines/>

***Example of Declaration of Academic Integrity***

**BIT2002 – Fall 2019: Declaration of Academic Integrity (Group)**

\_\_\_ Draft/ \_\_\_ Final Report on Company: \_\_\_\_\_

The University Senate defines plagiarism in the regulations on instructional offenses as: “to use and pass off as one’s own idea or product work of another without expressly giving credit to another.”

I/we declare that the work submitted herewith is my/our work. All sources have been referenced in the footnotes and listed in the bibliography. This work has not been shared with anyone outside this group. This work is the intellectual property of each of the group members and will be returned to any one of the group members to be shared with the other group members.

Student Number	Student Name	Signature of Student (Everyone must sign to receive a grade)

Date Submitted: \_\_\_\_\_

*Instructional offence cases must be communicated to the Associate Dean, Undergraduate programs, who then refers the allegation as required for review and action within Carleton University; individual solutions are not permitted.*