



Carleton University
Sprott School of Business
BUSI 2204 A
Fall 2015
Basic Marketing

Instructor: Dr. Marzena Cedzynski

Office: DT919

Office Hours: Wednesdays, 2:30 pm to 3:30 pm

Class: Wednesdays, 11:35 am to 2:25 pm, Azrieli Theatre 302

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Teaching Assistant: TBA

Teaching Assistant Email: TBA

COURSE PREREQUISITES:

Precludes additional credit for BUSI 2208. May not be used for credit toward B.Com. or B.I.B. Prerequisite(s): restricted to students enrolled in B.I.D., B.P.A.P.M., Minor in Business, Minor in Entrepreneurship, Management Concentration in Engineering, or B.C.S. (Business Stream).

COURSE DESCRIPTION:

Basic problems and practices in marketing. Marketing planning tools and strategies of firms.

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, Shirley Lichti, and Ajax Persaud (2015), *Marketing, Third 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-13: 978-1-259-03065-9)

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

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

<http://www.mheducation.ca/highereducation/products/9781259104312/connect+with+learnsmart+%7C%7C+smartbook+online+access+for+marketing/>

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

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.

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

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add “BUSI 2204” in your email’s subject line. In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). The professor does not respond to student emails over the weekend. During the week the professor will endeavor to answer your emails within 48 hours; you should not expect an immediate response. She will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

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.

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 Attendance and Participation (individual)	10%
2. Marketing News Bites (Individual)	10%
3. Marketing Plan (group project)	25%
Written report	20%
Presentation	5%
4. Midterm Exam	25%
5. Final Exam	30%

Total	100%

NOTE: To pass this course, students must achieve (i) a minimum grade of 50% on the final exam, and (ii) a minimum grade of 50% on the group project.

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 group project (presentation + written report = total grade).
 - 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
FND grade in this course (in case of missed Final exam or project) Yes No

1. Class Attendance and Participation:

Your participation and engagement 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. The penalty for missing one class is 1% of your final grade. 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.

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.

2. Marketing News Bites:

You are required to find a recent article or story about marketing in a newspaper or business magazine (published on or after September 1, 2015). A written summary that illustrates the topic of interest in the course and its marketing implications should be submitted as per the class schedule. The detailed guideline will be posted on cuLearn.

3. Marketing Plan Project:

A major take away from this course is the ability to construct a marketing plan. You and your group members will find a company to work with to complete a full marketing plan. A grading rubric for the assignment will be posted on cuLearn.

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 for fall 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 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.

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

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.

CLASS SCHEDULE

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

Session /Date	Topics	Readings/Assignments
1 Sept. 2	- Course Administration Overview - Overview of Marketing - Composition of Teams for Group Assignments	Chapter 1
2 Sept. 9	- Developing a Marketing Plan and Marketing Strategies - Analyzing the Marketing Environment	Chapter 2 Chapter 3
3 Sept. 16	- Consumer Behaviour - Marketing plan writing I	Chapter 5 Bring grading rubric to this session Item due on cuLearn: Marketing News Bites (#1)
4 Sept. 23	- Library Information Session - Class will meet in the library – room number to be announced in class - Work on group project	Items due on cuLearn: -Group Project Proposal -Group Contract
5 Sept. 30	- Segmentation, Targeting and Positioning - Marketing plan writing II	Chapter 7
6 Oct. 7	- Pricing - Integrated Marketing Communications	Chapter 11 Chapter 14
7 Oct. 14	- Midterm Examination – in class	
8 Oct. 21	- Midterm Debrief - Marketing Channels: Distribution Strategy - Retailing	Chapter 12 Chapter 13 Item due on cuLearn: Marketing News Bites (#2)
Oct. 28	- Fall break	
9 Nov. 4	- Marketing Research - Developing New Products	Chapter 4 Chapter 8
10 Nov. 11	- Product Branding and Packaging Decisions - Ethics and Socially Responsible Marketing	Chapter 9 Chapter 17 Item due on cuLearn: Marketing News Bites (#3)
11 Nov. 18	- Marketing Plan Group Project Presentations	
12 Nov. 25	- Marketing Plan Group Project Presentations	Items due on cuLearn: -Marketing Plan Project -Academic Integrity Declaration Form -Peer Evaluations for group project

ACADEMIC REGULATIONS, ACCOMMODATIONS, PLAGIARISM, ETC.

Course Sharing Websites

Student or professor 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			

WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

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

Academic Regulations, Accommodations, Etc.

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

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

Requests for Academic Accommodations

For Students with Disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter**

of Accommodation at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2015 exam period is November 6, 2015 and for the April 2016 exam period is March 6, 2016.

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/>.

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 830am and 430pm. 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/>

IMPORTANT DATES TO REMEMBER

September 2

Fall term begins.

Fall and fall/winter classes begin.

September 4

Classes follow a Monday schedule.

September 7

Statutory holiday. University closed.

September 18

Last day of registration for fall term and fall/winter courses.

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

Graduate students who have not electronically submitted their final thesis copy to the Faculty of Graduate and Postdoctoral Affairs will not be eligible to graduate in Fall 2015 and must register for the Fall 2015 term.

September 25-27

Summer deferred final examinations held.

September 30

Last day to withdraw from fall term and fall/winter courses with a full [fee adjustment](#).

Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 9

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 12

Statutory holiday. University closed.

October 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term from applicants whose documents originate from outside Canada or the United States.

October 26-30

Fall break. Classes are suspended.

November 6

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

November 15

Last day for receipt of applications for admission to an undergraduate degree program for the winter term.

November 24, 2015

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).

November 25

Final Payment Deadline. Click [here](#) for important payment information. **Late charges** may be applied to the student account any time after this date.

December 1

Last day for receipt of applications from potential winter (February) graduates.

Last day to upload your Master's or PhD thesis for your thesis defence in order to graduate this winter.

December 7

Fall term ends.

Last day of fall-term classes.

Last day for academic withdrawal from fall 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 term courses.

Last day for receipt of applications for undergraduate degree program transfers for winter term.

Last day to pay any remaining [fall tuition fees](#) to avoid a hold on access to marks through Carleton Central and the release of transcripts and other official documents.

December 8

No classes or examinations take place.

December 9 – 21

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