



**Carleton**  
University

**Sprott**  
School of Business

CARLETON UNIVERSITY  
SPROTT SCHOOL OF BUSINESS  
BUSI 2204 B  
WINTER 2023  
BASIC MARKETING

**Instructor:** Dr. Hesham K. Khalipha  
**Office:** On-line by appointment  
**Office Hours:** Tuesdays 17:00-19:00  
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**Phone Number:** 343 204 2737

**Class Date and Time:** Fridays 08:35-11:25  
**Class Location:** Azrieli Theatre, Room 101

**Modality:** In person

**Pre-requisites & precluded Courses:** Precludes additional credit for BUSI 2208 and BIT2002

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**Course Calendar:** [2022/2023 University calendar.](#)

### **Course Description**

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

### **Learning Outcomes**

This course aims to introduce students to the basic marketing concepts, methods, and terminology, and to enable them to develop an understanding of marketing's role in

modern organizations, on one hand, and in the Canadian economic and social framework, on the other.

The course will:

1. Examine the role of marketing and review its theoretical justification.
2. Introduce the main concepts, principles, and terminology of marketing.
3. Study environmental forces in markets and the behavior of consumers within them.
4. Familiarize students with the main elements of marketing strategy.
5. Outline the characteristics of marketing strategies in different applications contexts.
6. Provide an opportunity to begin developing the analytical and implementation skills needed for effective decision making in marketing and other management disciplines.
7. Provide an opportunity to develop team-work skills and group leadership skills.

The course is also designed to provide students with an opportunity to develop basic research and communication skills necessary to marketing decision making and a successful career in marketing.

This is an introductory course; it presents a comprehensive overview of the entire marketing process. Other courses offered in the Marketing area will allow students to pursue certain interests in more depth.

### **Resources and policies**

The following resources are going to be utilized during the course:

1. **Textbook:** Armstrong, Gary, Philip Kotler, Valerie Trifts et al. (2021) *Marketing: An Introduction*, 7<sup>th</sup> Canadian Edition. Pearson Canada inc. eText.
2. **Case Study 1:** Hancock, J. L. (2016). *The Founder*. The Weinstein Company. “The Founder”, A movie starring Michael Keaton that illustrates the story of MacDonald’s rise.
3. **Case Study 2:** Ofek, Elie & Bertini, Marco & Koenigsberg, Oded & Klopfenstein, Amy. (2020). *Pricing at Netflix*.

Access to this case and other potential case studies will be made available via the ARES link on the course website on Brightspace.

The students need to understand and adhere to the following policies while taking the course:

**Use of Brightspace:** this course uses Brightspace, Carleton’s new learning management system. To access your courses on Brightspace go to <https://carleton.ca/brightspace>. For help and support, go to <https://carleton.ca/brightspace/students>.

The course Brightspace 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 Brightspace as soon as they become available.

**Email Policy:** if you wish to contact the instructor by email directly, please add “BUSI 2204B” in your email’s subject line. In keeping with Carleton University policy, your @mail email account must be used for any enquiries which involve confidential student information (e.g., about grades or health issues). During the regular week, the instructor will endeavor to answer your emails within 48 hours and within 24 hours during assignments and exam periods.

**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).

**Recording or Videotaping Policy:** students are NOT permitted to audio or video record any portion of the class lectures, nor are you permitted to make digital images of the lecture slides. If you feel you require this form of accommodation, please contact the Paul Menton Centre to formally request accommodation.

**Privacy Warnings and Big Blue Button Recordings:** big Blue Button classes may be recorded by the professor. A recording of the live lectures may be posted, approximately 48 hours after the live session. Students are not authorized to make a copy of the recorded class; it is provided for viewing purposes of students enrolled in the class only and further distribution of sharing is strictly prohibited. If a student is concerned or needs to make special arrangements to accommodate specific privacy issues, he or she must bring these matters to the attention of the professor within the first week of the term so that reasonable accommodations can be made, or an alternate course can be selected by the student.

### **Course Requirements & Methods of Evaluation**

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 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). 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:

<b>Evaluation</b>	<b>Deliverable</b>	<b>mark</b>
Case Analysis 1 “The Founder”	Individual Report	10%
Case Analysis 2 “Pricing at Netflix”	Individual Report	20%
Marketing Plan Project	Group Report	30%
Midterm Exam		15%
Final Exam		25%
Total		100%

**1. Case(s) Analysis:** 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 apply the marketing concepts discussed in class to a particular marketing scenario. Reports should use the headers shown in the case grading rubric posted on Brightspace.

**2. The Marketing Plan Project:**

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. A grading rubric will be posted on Brightspace:

- Team sizes will be announced on the first day of class.
- Group membership is self-assigned by the student through the Brightspace self-selection link.
- Instructor approval (or pre-clearance) of your selected topic is required
- Only one project write-up is required for the entire group.

**The Assignment:** as a group, select a real life-marketing problem of interest to you. 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'd like to be in, or a product you'd 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. Your group report should reflect that.

**Report organization and format:** the report must be in the form of a word-processed document and should not exceed 15 pages, double spaced not including appendices, exhibits, and references. Be concise. Double-spaced typing with 1" margins on all sides on 8 1/2 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. Use any citation style you prefer but be consistent. You might refer to <https://library.carleton.ca/guides/help/citing-your-sources> for more guidance.

### **3. Midterm and Final exams:**

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 announced in class prior to the exam.

No make-up exam will be given unless it is a documented extreme circumstance. In all cases, you must provide supporting documentation within five days after the originally scheduled midterm exam. The exams should be completed by your own efforts and should not collaborate with any other person for ideas or answers. Violations of academic integrity are a serious academic offence, 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.

Should you wish to review your exams, you need to book an appointment with the professor within one week after receiving your exam grade. 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) during the term, with emphasis on the latter part of the course. The format of the final exam will be discussed in class.

### **4. Further guidelines:**

**Late penalty:** all assignments are due by 11:59 p.m. on the day that the professor states the assignment is due. 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). Assignments that are late beyond seven days from the original due date will not be

accepted and the student(s) shall receive a mark of zero (0). This course is very demanding. It is to your advantage to keep up with the required work and hand your assignments in on time.

**Group peer evaluation:** a group grade will be assigned to all members in the group for the final marketing plan. Each group member needs to submit a peer evaluation form by the specified deadline. The evaluation form with detailed instruction is available at the course website.

**Inability to complete a group assignment due to illness or other emergencies:** the situation of students who cannot contribute to the group assignments due to illness or family emergency will be dealt with according to the provisions of your Group and the resulting peer evaluations. Please be sure that you contribute and are aware of the provisions and norms outlined in your group.

**Infraction of academic integrity:** as part of your group marketing assignment, you must complete and upload the ‘Declaration of Academic Integrity’ form available on Brightspace. Since you are 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.

## Course Schedule

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

Session	Date	Topic(s)	Reading  Assignments  Deliverables
1	Jan 13	<ul style="list-style-type: none"> <li>✓ Introduction to Marketing: Course Overview</li> <li>✓ Marketing: Creating Customer Value and Engagement</li> <li>✓ Discuss grading rubric for “The Founder” case</li> </ul>	Chapter 1
2	Jan 20	<ul style="list-style-type: none"> <li>✓ Company and Marketing Strategy</li> <li>✓ Analysing the marketing environment</li> </ul>	Chapter 2 Chapter 3
3	Jan 27	<ul style="list-style-type: none"> <li>✓ Managing Marketing Information to Gain Customer Insights</li> <li>✓ Discuss grading rubric for the “Pricing at Netflix” case</li> </ul>	Chapter 4 <u>Due date for “The Founder” report</u>
4	Feb 3	<ul style="list-style-type: none"> <li>✓ Understanding Consumer and Business Buyer Behaviour</li> </ul>	Chapter 5 Chapter 6

		<ul style="list-style-type: none"> <li>✓ Segmentation, Targeting and Positioning</li> <li>✓</li> </ul>	
5	Feb 10	<ul style="list-style-type: none"> <li>✓ Products, Services and Brands</li> </ul>	Chapter 7 <u>Due date for the Marketing Plan project's proposal</u>
6	Feb 17	<ul style="list-style-type: none"> <li>✓ Midterm Exam</li> </ul>	Chapters 1,2,3,4,5,6,7
<b>Reading Week – No Classes Feb 20 to Feb 24</b>			
7	Mar 3	<ul style="list-style-type: none"> <li>✓ Developing New Products</li> <li>✓ Pricing</li> <li>✓ Marketing Plan Rubric Review</li> </ul>	Chapter 8 Chapter 9
8	Mar 10	<ul style="list-style-type: none"> <li>✓ Marketing Channels and Supply Chains</li> <li>✓ Retailing</li> </ul>	Chapter 10 Chapter 11
9	Mar 17	<ul style="list-style-type: none"> <li>✓ Integrated Marketing Communications</li> <li>✓ Advertising in a Pandemic</li> </ul>	Chapter 12 <u>Due date for the “Pricing at Netflix case”</u>
10	Mar 24	<ul style="list-style-type: none"> <li>✓ Sales Promotion and Personal Selling</li> <li>✓ Guest Speaker: Mr. Shady Hamzeh, <b>The failure story of “Telearabia Max”</b></li> </ul>	Chapter 13
11	Mar 31	<ul style="list-style-type: none"> <li>✓ Direct, Online, social media &amp; Mobile Marketing</li> </ul>	Chapter 14
12	April 12*	<ul style="list-style-type: none"> <li>✓ Sustainable Marketing</li> <li>✓ Course Wrap-up</li> </ul>	Chapter 16 <u>Due date for the Marketing Plan project: deliverables: (1) One group report, (2) Group integrity declaration and (3) peer evaluation form</u>
<b>Final exams week April 22 to May 4</b>			

\*This session compensates for the 7<sup>th</sup> of April statutory holiday.

### Contribution to Learning Goals of the Program ([BCom](#), [BIB](#)):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
<b>CHECK (X) ONE PER ROW</b>				
<b>BC1 Knowledge</b> <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				x
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the</i>		x		

<i>experience, expertise and interest of all members.</i>				
<b>BC3 Critical Thinking</b> <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>		x		
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				x
<b>BI5 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally-minded.</i>	x			

### 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 Spratt 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.

### **Grading**

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 Accommodation**

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](http://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](http://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](http://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.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the 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.

**For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

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 Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success,

including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at [bcom@sprott.carleton.ca](mailto:bcom@sprott.carleton.ca) or at [bib@sprott.carleton.ca](mailto:bib@sprott.carleton.ca).

### **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 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/>

### **Covid-19 Information:**

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [a number of actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

**Feeling sick?** Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's [symptom reporting protocols](#).

**Masks:** Carleton has paused the [COVID-19 Mask Policy](#), but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

**Vaccines:** Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For

the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact [covidinfo@carleton.ca](mailto:covidinfo@carleton.ca).

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