



**CARLETON UNIVERSITY  
INTRODUCTION TO MARKETING  
BUSI2208B  
FALL 2023**

**LAST UPDATED ON JULY 28, 2023**

**Instructor: Dr. Lindsay McShane**  
**Email: [Lindsay.mcshane@carleton.ca](mailto:Lindsay.mcshane@carleton.ca)**  
**Class Time: Tuesdays, 11:35am-2:25pm (Eastern Standard Time)**  
**Class Location: Nicol Building 4030**  
**Office Hours: By appointment**  
**TA: TBD**

**Modality: In-Person**

**Important Notes:**

**Time zone.** All deadlines, due dates, examination times and class times are set in Eastern Standard Time (EST).

**Pre-requisites & precluded Courses:**

Precludes additional credit for BUSI 2204. Prerequisites: BUSI 1004, ECON 1001 and ECON 1002 (or ECON 1000) and one of BUSI 1701, PSYC 1002, or SOCI 1005.  
Restricted to students enrolled in B.Com. or B.I.B.

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**Course Calendar description from the [2023/2024 University calendar](#):**

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

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

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

**Required Resources**

**Textbook:** Armstrong, Gary, Philip Kotler, Valerie Trifts and Eric Dolansky (2021)  
Marketing: An Introduction, 7th Canadian Edition. North York, ON: Pearson  
Canada Inc.

**Individual Marketing Plan Report Case:** MVMT Strength: Lifting Profits

Please note that this case, and others used in classroom sessions, will be made available at no cost through the Ares link on the course website.

**Course Norms:**

**Use of Brightspace:** This course uses Brightspace, Carleton's new learning management system. To access your courses on Brightspace go to <https://brightspace.carleton.ca/>.

For help and support, go to <https://carleton.ca/brightspace/students/>. Any unresolved questions can be directed to Computing and Communication Services (CCS) by phone at 613-520-3700 or via email at [its.service.desk@carleton.ca](mailto:its.service.desk@carleton.ca).

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. In line with Sprott policy, it is your responsibility to check your grades by clicking on 'Grades.'

**Email Policy:** The best way to contact the professor is to send her an email. Please be sure to indicate "BUSI 2208A" in your email's subject line, so that I will know which of the classes I'm teaching you are taking. In keeping with Carleton University policy, your @mail accounts must be used for any inquiries 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 Brightspace course Forum (discussion board) to ascertain whether your classmates can assist you.

**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.

**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 exercises may be integrated into the course lectures and discussions. A comprehensive marketing plan project will give you the opportunity to probe and report on a relevant and recent marketing situation facing a company. An in-class midterm exam and an in-person final examination will help you consolidate the knowledge acquired throughout the course. The midterm exam

will pull together the material from several chapters and assess how you have been able to integrate the material. The final exam will help you consolidate the knowledge you have acquired throughout the course. An individual assignment will allow you to develop your skills in developing a marketing plan. Finally, you will have the opportunity to participate in research studies (as they become available) or online workshops for a maximum of 2% in bonus marks. The evaluation criteria are summarized as follows:

1. Class Participation	10%
2. Marketing Plan Report (individual)	30%
3. Midterm Exam	30%
4. Final Exam	30%
5. Bonus Marks	2%
<b>TOTAL</b>	<b>102%</b>

### **1. Class participation**

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 full class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of engagement in Poll Everywhere and breakout group activities, 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 student participation at each class. You are also required to keep a record of your own participation.

Please note that Breakout Group activities will be integrated into lectures and form the basis for your participation grade in addition to in-class engagement. To ensure that you receive credit for in-class contribution, make sure a) to attend all lectures and contribute to the class discussion.

### **2. Marketing Plan Report (individual)**

A major take-away from this course is the ability to construct a marketing plan. This assignment is based on the assigned case (see Required Resources for the case you will be using for these respective assignments). The case may be downloaded via the library's online reserve system. To access materials placed on reserve for this course, login to Brightspace and select this course. Look for the 'Library Reserves' block on the right hand side. Click on 'view course in Ares'. Locate the case study in the list of items put on reserve. Click 'view item'. If you are accessing the system from off-campus, you will be asked to login using your MyCarletonOne credentials. Once you have done this, you should have access to the case.

You should expect to spend a considerable amount of time and effort on the Marketing Plan assignment, so plan your time wisely.

***Infractions of Academic Integrity.*** As part of your assignment, you must complete and upload the 'Declaration of Academic Integrity' form available on Brightspace

***Late Penalty.*** Late assignments are penalized at the rate of 5% of the value of the assignment per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). The Marketing Plan assignment should be uploaded through Brightspace

#### **4. Midterm Exam & 5. Final Exam**

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.

#### **6. Bonus Marks**

Students have the opportunity to earn bonus credit in this course through two ways: 1) participation in research studies at the Sprott School of Business, and 2) participation in skill development workshops offered by the Centre for Student Academic Support

***1) Research studies:*** As a student enrolled in BUSI 2208, you are eligible to participate in behavioural research in exchange for bonus credit in this course. You will receive 1% bonus credit for each hour of participation in a research study, up to a potential maximum of 2%. Any bonus credit earned will be added to your final grade at the end of the term. Sign-up for studies is managed via the Sprott SONA research registration system, located at <https://sprott.sona-systems.com/>. All students registered in this course will receive an email from "Sprott Research Study Sign-Up System" [sprottadmin@sona-systems.net](mailto:sprottadmin@sona-systems.net) at the beginning of the term (typically after the course add/drop date), containing the user ID and password that they can use to sign in. In addition to registering to take part in studies, you can use the SONA system to track your participation and ensure that your

bonus credit is recorded. If you have questions, please email: [behaviourlab@sprott.carleton.ca](mailto:behaviourlab@sprott.carleton.ca) for more information.

**IMPORTANT NOTE:** We do not guarantee that a full 2% bonus credit will be available. Due to variations in research schedules, the number of studies offered each term will vary. In addition, since space in some studies may be limited and certain studies may only be available for a limited time, you are encouraged to register for studies as soon as they become available.

**2) *Skill development workshops:*** As an alternative to participating in research studies, you may take online workshops offered by the Centre for Student Academic Support. This class is participating in the Incentive Program. Since your completion of the workshops will be tracked by CSAS, you must self-enroll through the CSAD Online Learning Community, at: <https://carleton.ca/csas/online-support>. Please note that while you are encouraged to take the Online Learning Orientation workshop, it is not part of the Incentive Program. For each workshop you take during Fall Semester 2023, you will receive 1% bonus credit, up to a maximum of 2%. You may not count workshops completed for other courses or during other time periods towards bonus credit. You may choose to combine participation in research studies with completion of online workshops. For example, if you participate in two 30 minute research studies, you would earn 1% bonus credit. If you then completed an online workshop, you would earn an additional 1% bonus credit, towards the maximum of 2%.

**CLASS SCHEDULE:**

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

\*Please note that additional cases and articles may be added to Brightspace throughout the term to support in-class sessions. All readings will be posted a minimum of 72 hours prior to the in-class session.

<b>Session /Date</b>	<b>Topics and Chapter Reading</b>	<b>Deliverables and Notes</b>
1 Sept 12	<ul style="list-style-type: none"> <li>- Course Administration Overview</li> <li>- An Introduction to Marketing</li> <li>- Marketing: Creating Customer Value and Engagement (Chapter 1)</li> </ul>	
2 Sept 19	<ul style="list-style-type: none"> <li>- Company and Marketing Strategy (Chapter 2)</li> <li>- Analyzing the Marketing Environment (Chapter 3)</li> </ul>	- Read the case for the Individual assignment prior to class
3 Sept 26	<ul style="list-style-type: none"> <li>- <b>Library Information Session (mandatory)</b></li> <li>- Review additional library videos</li> <li>- Practice on case analysis</li> <li>- Discuss Assignments and Grading rubric for Initial Marketing Plan</li> </ul>	<b>Note:</b> Failure to attend the library session will result in a 3% penalty to your final grade
4 Oct 3	<ul style="list-style-type: none"> <li>- Customer Value-Driven Marketing Strategy (Chapter 6)</li> </ul>	
5 Oct 10	<ul style="list-style-type: none"> <li>- Managing Marketing Information to Gain Customer Insights (Chapter 4)</li> </ul>	
6 Oct 17	<ul style="list-style-type: none"> <li>- Understanding Consumer and Business Buyer Behaviour (Chapter 5)</li> </ul>	
7 Oct. 24	<b>Reading week – Enjoy</b>	
Oct. 31	<b>Midterm Exam</b>	<b>Midterm:</b> Duration: 2hours during class time
8 Nov 7	<ul style="list-style-type: none"> <li>- In-class case (Siesta Splash) and assignment Discussion (Digital Advertising)</li> </ul>	
9 Nov 14	<ul style="list-style-type: none"> <li>- Products, Services and Brands (Chapter 7)</li> <li>- Advertising and Public Relations (Chapter 12)</li> </ul>	

10 Nov 21	<ul style="list-style-type: none"> <li>- Direct, Online, Social Media and Mobile Marketing (Chapter 14)</li> <li>- Personal Selling and Sales Promotion (Chapter 13)</li> </ul>	
11 Nov 28	<ul style="list-style-type: none"> <li>- Developing New Products (Chapter 8)</li> <li>- Pricing (Chapter 9)</li> </ul>	<p><b>Due:</b> Marketing Plan Report (individual) due by 11:35am before class begins</p> <p><b>*Important:</b> Remember to include a signed copy of the Declaration of Academic Integrity with your report</p>
12 Dec 5	<ul style="list-style-type: none"> <li>- Channels (Chapter 10)</li> <li>- Retailing and Wholesaling (Chapter 11)</li> </ul>	
<p><b>Final exam:</b> to be held, in-person, during the university's formal exam period.</p>		



**Contribution to Learning Goals of the Program (BCom, BIB):**

<b>Program Learning Goal</b>	<b>Competencies Not Covered</b>	<b>Competencies Introduced (only)</b>	<b>Competencies Taught But Not Assessed</b>	<b>Competencies Taught and Assessed</b>
<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>				<b>X</b>
<b>BC2 Collaboration</b> <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>		<b>X</b>		
<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>		<b>X</b>		
<b>BC4 Communication</b> <i>Graduates will be effective and persuasive in their communications.</i>				<b>X</b>
<b>BI5 Global Awareness (BIB ONLY)</b> <i>Graduates will be globally-minded.</i>	<b>X</b>			

## ADDITIONAL INFORMATION

### Course Sharing Websites

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

### Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

### Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

### Academic Regulations

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

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

### Requests for Academic Accommodation

You may need special arrangements to meet your academic obligations during the term.

For an accommodation request, the processes are as follows:

**Pregnancy 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](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

**Religious obligation**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website:

[carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf](https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf)

**Academic Accommodations for Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or [pmc@carleton.ca](mailto:pmc@carleton.ca) for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. [carleton.ca/pmc](https://carleton.ca/pmc)

**Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: [carleton.ca/sexual-violence-support](https://carleton.ca/sexual-violence-support)

**Accommodation for Student Activities**

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: [students.carleton.ca/course-outline](https://students.carleton.ca/course-outline)

### **Academic Integrity**

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

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/>
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