



Carleton
University

Sprott
School of Business

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 4208A
MARKETING MANAGEMENT
WINTER 2023
LAST REVISED DECEMBER 14, 2022**

Instructor: Dr. Lindsay McShane

Email: Lindsay.mcshane@carleton.ca

Class Time: Wednesdays, 8:35am-11:25am (Eastern Standard Time)

Class Location: Nicol Building 4020

Course Website: Please refer to the course Brightspace site

Office: Nicol Building 5055

Office Hours: By appointment

TA: TBD

Modality: In-Person

Time zone. All deadlines, exam times and class times are set in Eastern Standard Time (EST).

Course Calendar Description from the 2022/2023 University Calendar: In depth analysis and applications of the managerial aspects of marketing. Marketing strategy development and implementation theory and practice.

Course Prerequisites: Third-year standing, BUSI 2208 and one of BUSI 3205 or BUSI 3207 with a grade of C or higher in each. The Sprott School of Business enforces all prerequisites.

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.

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 Spratt policy, it is your responsibility to check your grades by clicking on 'Grades.'

Course Perspective

BUSI 4208 is a senior course that assumes a basic foundational knowledge of marketing. It is designed to equip you with (a) insight into the strategic role of marketing as a tool for building sustainable competitive advantage for the organization, (b) tools for assessing the pros and cons of alternative marketing strategies, and (c) experience developing sensible and actionable marketing strategies. To achieve these objectives, we will use a combination of readings, lectures, and case discussions. The former two will provide the conceptual foundations for the course, exposing you to advanced marketing concepts that are helpful in developing effective marketing strategies. The case discussions will build on these concepts, giving you an opportunity to apply them to real-life marketing problems.

Most weeks, we will begin the day's session with an interactive lecture covering key concepts and issues relevant to that day's topic. This will be followed by a discussion of the case, during which you and your classmates will be expected to identify the key issues facing the organization and recommend a specific course of action to address them.

Course Objectives & Learning Outcomes:

1. To give you a strategic perspective on the role of marketing. You should leave this course with a solid understanding of how and why strategic marketing planning helps organizations deliver superior value to customers and superior returns to stakeholders.
2. To hone your marketing decision-making skills. You should leave this course with an ability to analyze an organization's environment, develop a viable set of marketing strategies, select the most appropriate one for the situation at hand, and convert it into an implementable and profitable action plan.
3. To deepen your understanding of marketing concepts, and how and when to apply them. You should leave this course with a clear understanding of concepts that are critical to the practice of marketing (e.g., segmentation, positioning, targeting). You should also be able to leverage this understanding to solve real-life business problems.
4. To enable you to integrate global and social/ethical dimensions into your marketing decisions. You should leave this course with an ability to evaluate the implications of your marketing decisions with regard to the global economy and the larger society in which the firm and its customers are embedded.

Required Resources

Please note that all the readings and cases used in this course will be made available at no cost through the Ares link on the course website.

Course Assessment

Your grade for this course will be computed from the following components:

Midterm (Individual)	35%
HubSpot Certification (individual)	10%
Consulting Project Written Report (group)	30%
Consulting Project Oral Presentation (group)	15%
Class Participation (individual)	10%

TOTAL**100%**

*Each component of your grade will be assigned a percentage score. Your final course grade will be a weighted average of each of these components.

*Written assignments should be submitted electronically via Brightspace.

Requirements for Satisfactory In-Term Performance. There is no final exam in this course; all work will be completed during the academic term. The requirement for satisfactory in-term performance is an average of 50%, based on the above components weighted according to the scheme indicated.

Course Deliverables:

Midterm (35%): In Week 7, students will complete an in-class midterm. The midterm will consist of being assigned a case to read and then writing up a consultant's report that sizes up the key problems/opportunities raised by the case, identifies the main strategic alternatives, and proposes a specific course of action for the decision-maker.

HubSpot Certification (10%): The specific certification course will be discussed in detail in class. Essentially, you will be asked to complete a series of on-line classes related to a particular certification (about 4 hours of videos) and then take an exam (1 hour long) on your own. The goal of this assignment is to give you an opportunity to go into the workforce with an official HubSpot certification. As per HubSpots's requirements, you need to obtain 75% to pass the exam, and achieve certification. You can redo the exam as many times as you like – it unlocks 12 hours after the previous attempt. However, I will accept as a passing grade any result of 50% and above. You will provide the proof of the completion of this assignment via Brightspace prior to the end of term, April 5, 2023.

Consulting Project (30% written project, 15% oral presentation): This project will give you the opportunity to apply your marketing management knowledge and skills to a live, real-world situation. Working in a group, you will identify a client organization facing a marketing problem/opportunity that is of interest to you and summarize your proposed project in 750 words or less. **(NOTE: You may choose to work with a company or rely solely on publicly-available sources for your information; in either case, both the client and the problem / opportunity must be explicitly approved by me.)** Once approved, you will prepare a 3,000-4,000 word consultant's report summarizing your assessment of the situation, identifying viable alternatives, and proposing a specific course of action. Further details will be provided later in the term. Our last 2 classes will be devoted to presentation of these real-world cases.

NOTE: At the end of the semester, you are required to complete a Peer Evaluation Form where you will evaluate the effort of your team members. Poor peer evaluations will result in reduced grades on group assignments. Thus, your final grade for all group assignments will be based on two things: (1) the quality of the assignment and (2) peer evaluation.

From time to time, conflicts and disputes may arise within a group. I encourage you to resolve these disputes internally and in a professional manner. If, however, this is not possible, please do not hesitate to inform me of the problems. I will do whatever I can to assist you. Please do this as soon as possible because if you wait until the end of the semester to inform me of a problem, there is little I can do to solve it.

Class Participation (10%): I will evaluate your overall contribution to the class discussion (both lecture and case discussions). While you need to participate to contribute, the emphasis will be on the quality of your participation rather than quantity or frequency. To provide you with an additional incentive to prepare for case discussions, from time to time I may also use brief in-class quizzes to assess your familiarity with the case.

A NOTE ABOUT CASE DISCUSSIONS

A satisfying case discussion experience requires rigorous preparation prior to class, and commitment to high-quality in-class discussion. There is a difference between contributing and merely participating. The latter can be achieved by saying just about anything (such as quoting a number from the case). *Meaningful* contribution requires that you teach your peers something useful that might otherwise have gone unnoticed. Here are a few examples:

- starting off the discussion in a thought-provoking way
- offering constructive criticism of another's ideas
- redirecting the discussion in a useful direction when it stagnates
- summarizing effectively
- emphasizing generalizable learning points
- sharing calculations
- pursuing the logic advanced by others, not letting it die prematurely
- presenting rigorous, but not stubborn, defense of a well-articulated position.

E-MAIL POLICY

In keeping with Carleton University policy, your @cmail accounts must be used for any enquiries which involve confidential student information (e.g., regarding grades or health issues). I do not promise to respond to student emails over the weekend. During the week I will do my best to answer your e-mails within 48 hours. Please note that I will not provide e-mail answers to questions that have already been asked and answered in class.

OTHER EXPECTATIONS

The use of mobile phones in class is disruptive to learning and is prohibited. 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 me prior to that day's class.

Use of laptop computers in class is permitted for activities related to our course. Please do not use your laptop for any other purposes (e.g., surfing, e-mailing, etc.) which can be distracting to you and those around you. Inappropriate use of your laptop in class will be noted and will negatively affect your participation grade.

CLASS SCHEDULE:

Week 1
Jan 11 **Course Introduction, Understanding Marketing Management and Analyzing Marketing Problems and Cases**

Readings

Marketing Myopia. (Levitt 1960)
When Marketing is Strategy (Dawar 2013)

Case: Siesta Splash

Week 2
Jan 18 **Marketing Research, Understanding Customers and Financial Analysis for Marketing**

Readings

Financial Analysis of Marketing Decisions (Pearce 2000, Ivey)
(read the document, 10 financial exercises to be completed in class)

Case: Hockley Valley Brewing Company

Week 3
Jan 25 **Creating Value, Satisfaction & Loyalty**

Readings

Competing on Customer Journeys (Edelman and Singer 2015)
What You're Getting Wrong about Customer Journeys (Gopaldas and Siebert 2021)

Case: Gucci's Turnaround: Repositioning and Rebuilding the Company

Week 4
Feb 1 **Market Segmentation, Target Selection, and Positioning**

Readings

<https://hbr.org/2014/07/what-you-need-to-know-about-segmentation/>
Rediscovering Market Segmentation (Yankelovich and Meer 2006)

Case: Crescent Pure

Week 5
Feb 8 **Brand Equity and Brand Management**

Readings

What Does Your Corporate Brand Stand For (Greyser and Urde 2019)
The Real Value of your Brand Community (Millington 2021)

Supplemental Reading

Would Vegan Offerings Dilute our Brand (HBR case)
Don't let Big Data Bury the Brand (Horst and Duboff 2015)

Case: Crown Distilleries: A Multibrand Extension

Week 6
Feb 15 **Segmentation, Target Selection, and Positioning**

ESRI BUSINESS ANALYST and GROUP PROJECT

Feb 22	Reading Week - enjoy
Week 7 March 1	MIDTERM – in-class (3 hours)
Week 8 March 8	Product Strategy <u>Recommended Readings</u> Why Most Product Launches Fail (Schneider and Hall 2011) The Goldilocks Theory of Product Success (Berger 2016) Case: J. Crew: Are Americans Ready to Dress Down?
Week 9 March 15	Pricing Strategy <u>Readings</u> How Do You Know When the Price Is Right? (Dolan 1995) When Cost-Plus Pricing is a Good Idea (Dholakia 2018) Case: A Couple of Squares: Pricing for the Future (A)
Week 10 March 22	Distribution and Marketing Communications <u>Readings</u> How to Make the Most of Omnichannel Retailing (Zeng et al. 2016) Case: L’Oreal USA: Digitally Optimizing Consumer Insights
Week 11 March 29	🍀 Consulting Project Presentations
Week 12 April 5	🍀 Consulting Project Presentations 📄 CONSULTING REPORTS DUE

*Unforeseen circumstances may necessitate modifications to this schedule during the semester.

**Please note that additional cases/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 class.

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
CHECK (X) ONE PER ROW				
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>				X
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>				X
BC3 Critical Thinking <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
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>				X
B15 Global Awareness (BIB ONLY) <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 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.

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

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

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 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

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

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

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 or at 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.

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.
