



Marketing
ADM 2320 - Section C
Fall 2014

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Office Hours	Mondays 2:30– 3:45pm and by appointment
Class Location	DMS1150
Class Hours	Mon 11:30 -1:00 & Thurs 1:00 – 2:30
Prerequisite(s)	
Program of study	Choose between the three choices below:
	BCom mandatory course
	Mandatory course of option <u> X </u> or specialization _____
	Optional course of option _____ or specialization _____

Course Deliverable	Due Date	Weight on Final Grade
LearnSmart (any 8 chapters)	Posted on Connect	10%
Midterm (Chapters 1 through 5)	October 6	15%
Online Quiz (chapters 4 through 8)	Posted on Connect	5%
Marketing Math Exercises	Posted on Connect	5%
Mini-Assignments & Class Contribution	Announced in class or by email	10%
Team Project	November 25	15%
Final Exam (Closed book)	TBD	40%

Course Description

This course introduces students to the field of marketing by focusing on the basic concepts and practice of marketing. The course will be delivered from the perspective of the marketing manager who is responsible for developing, implementing, and evaluating marketing strategies. This course provides multiple activities for students to apply their knowledge in practical ways.

Course Contribution to Program Learning Goals

This course will contribute to the attainment of the following B.Com Learning Goals.

- LG1 Understand, Apply and Integrate Core Marketing Knowledge
- LG2 Demonstrate Critical Thinking and Decision Making Skills

Course Learning Objectives

Upon completion of this course, students will be able to:

- Identify and describe basic marketing concepts
- Analyze marketing opportunities
- Develop a marketing plan for a product
- Discuss the key decisions facing marketing managers
- Apply marketing knowledge to real marketing issues and challenges

Methods Used to Evaluate Student Performance

LearnSmart

Accompanying your textbook is an Access Code, which gives you access to LearnSmart and other resources that you will find very helpful in the course. You are required to successfully complete **any 8** of the 16 LearnSmart modules on Connect **before the respective deadlines**. It is estimated that each module will take about 30 - 45 minutes to complete. At the end of each module, Connect records your completion rate and the percentage you got correct. Each module is worth 1.5 marks. Your marks will be based on the average percentage correct for all fully completed modules. Always take a screen shot of the marks you got after completing a unit in case there is a discrepancy between my records and what you got when you completed the unit. In order to do well on LearnSmart, you must read the chapter before undertaking the exercise. LearnSmart exercises **must be done before the respective deadlines of each chapter**. We will have a Q&A on Learnsmart in the first class, so please plan to be present. The marking scheme for Learnsmart is on Blackboard Learn.

LearnSmart is a diagnostic tool that allows the instructor to get a deep sense of specific aspects of a topic students are struggling with so that more time can be devoted to these aspects. Concepts that students grasp will be reviewed quickly during the class. This tool also provides other diagnostics that allow the instructor to prepare and deliver a more targeted lecture and discussion. Thus, to maximize the benefits of the tool, the modules MUST be done BEFORE coming to class. It is your responsibility to follow the class in order to determine the chapters that will be covered in a specific week! The course schedule at the end of this course outline is just a rough guide; we may be ahead or behind somewhat based on several factors including how class discussions flow. If you are absent, please ask a friend.

Mid-Term Exam

The midterm exam covers chapters 1 through 5. The midterm exam will be held during scheduled class times. It will consist of a combination of short answer and/or essay questions and case analysis. Under no circumstances will there be a make-up midterm. See note below regarding exam policies.

Online Quiz on Connect

There will be one online quiz available through Connect, which you must complete. The date and availability of the quiz is posted on Connect and announced in class. There will be no makeup quizzes. The quiz is about one hour long and must be done at one sitting. It will cover chapters 4 through 8. Please note: after completing the quiz, press the **submit** button; do not use the **save and exit** button. If you use the save and exit button, you will get an error message and your quiz will not be submitted for grading; this will result in a grade of zero for the particular quiz. There will be no makeup quizzes unless under exceptional circumstances, which is at the

discretion of the professor. Remember to take a screenshot of your results in case of discrepancies between the results I see and what you see.

Online Marketing Math Exercise

This exercise is designed to give students a chance to understand and practice the basic math often used in marketing analysis such as breakeven analysis, mark-ups, mark-downs, inventory turnover, profit and sales forecasting, etc. This exercise will be done online using Connect. Remember to take a screenshot of your results in case of discrepancies between the results I see and what you see.

Mini Assignments & and Class Contribution

There will be a few mini assignments handed out during specific classes. These mini-assignments will be used for class discussion purposes in order to illustrate key concepts in the course. These could take the form of in-class or take home activities. Mini assignments grades will be based on satisfactory completion of the assignments using a binary scale (0=not completed, 1=completed) and an ordinal scale (1= below expectation, 2= meet expectation, 3=very good, 4=excellent). Mini-assignments will be handed out in class or emailed. There will be no make-up for any missed mini-assignment regardless of the reason. Late acceptance of mini-assignments will be subject to the late penalty below or maybe waived/reduced at the discretion of the instructor.

In terms of class contribution, class attendance and the quality of your individual contribution during class discussions are paramount. I will take class attendance randomly when appropriate and you must be present each time when I do so – you will lose mark if you are absent whenever I take attendance. The mark for this activity is for attendance, class contribution and completion of all mini-assignments on time.

I make every effort to know you by name and face in order to assign your class participation marks you deserve. To facilitate this process, you **MUST** upload a photo of yourself on Blackboard Learn before September 15, 2014.

Tips for class participation

The following are tips for positive class contributions:

- define and explain key terms relevant to the question(s)/statement(s) posed
- state and defend your analysis or decision;
- identify key assumptions; suggest new issues that need to be explored;
- synthesize the discussion by relating points;
- raise a question that generates serious discussion;
- evaluate another person's position;
- demonstrate unique insight into the issues;
- provide examples and counter-examples to clarify or refute a point, theory or concept
- link your arguments to relevant theories covered in the course;
- discuss strengths and weaknesses of proposed arguments and/or prerequisites and limitations of the arguments

Team Project

Details of the project are posted online on Blackboard Learn.

Final Exam

The final exam will focus mainly on chapters 8 through 16. If you miss the midterm or the online quiz, the respective chapters covered by these activities will be added on to your final exam. For example, Jane missed the midterm, which covers chapters 1 through 5. Jane's final exam will comprise of chapters 1 – 5 plus chapters 8 – 16. Mark on the other hand did the midterm but missed the quiz. His final exam will comprise chapters 4 through 16. Alina missed both the midterm and online quiz and therefore her exam will be chapters 1 through 16. The date, time and place of the final exam will be announced by the University.

Important Notes:

- ✘ *If you have a **disability** of any kind that could hinder your participation in any aspect of the course, please contact Access Services as soon as possible so that I can be notified and make appropriate accommodations.*
- ✘ *As per the Telfer School's policy, please note that it is not possible to **submit extra course work in order to improve your mark**. Except for exceptional circumstances, you cannot replace one graded activity with one another. Such decisions are made at the discretion of the professor. This rule does not apply to midterm mark being transferred over to the final exam for acceptable reasons since there is no make-up or deferred midterm in this course.*
- ✘ ***Class attendance** is mandatory as described in the University's calendar. It is your responsibility to familiarize yourself with the appropriate sections of the calendar. Remember that I have the authority to prevent you from writing the final exam if you miss four or more classes.*
- ✘ *In all **email correspondences with the professor**, please use your official uOttawa email. In all emails, include your section and a brief topic in the subject line of all emails, e.g., *Sec B Team Project* or *Sec B Mini-Assignment*, etc. Also, include your first and last name and student number at the end of each email. This is necessary because I have hundreds of students to deal with. Please be polite, respectful and follow good etiquette when writing emails. Try to write clear emails and be as brief as possible. Before you write "enquiry emails" about administrative aspects of the course, check the course outline or Blackboard Learn to see if the information you are looking for is there. This is good professional business practice.*
- ✘ *Upload a **photo of yourself** on Blackboard before Sep 15, 2014.*

- ✘ *It is your responsibility to communicate in writing in a timely manner (usually between 2 to 3 days) any **discrepancies in your marks** for any activity of the course.*
- ✘ ***Requests for Reviews** of any graded activity must be made in writing stating clearly what your concerns are. Being unhappy or dissatisfied is not considered a legitimate reason. Requesting feedback is different from requesting a review as the latter is interpreted that you are challenging the marks given to you and this may lead to an upward or downward revision, which you agree to accept. The former is considered as you seeking an explanation of the mark given with no changes in marks sought.*
- ✘ ***Late Penalty:** There is no grace period, regardless of reason. The late penalty is 25% of the assignment mark for each day or part thereof.*
- ✘ ***Exam Policy:** Students who are unable to write the midterm will have their marks transferred to their final exam. You can only miss an exam for reasons deemed appropriate by the University. You must submit to your professor written proof of the reason for your absence within 48 hours of missing the exam. If you are unable to write the **final exam** on the scheduled date and time, please contact the undergraduate office immediately. All concerns pertaining to the final exams should be directed to the undergraduate office.*

Required Materials

Book Store

Grewal et al (2012), *Marketing, 2nd. Canadian Edition.* **With Connect. Note: Connect is Mandatory!**

NB: Connect and Blackboard Learn are the websites for the course.

Class Schedule

Week	Readings	Topic
1	Ch 1	Introduction to Course Overview of Marketing
2	Ch 2	Developing Marketing Strategies
3	Ch 3 & 4	Analyzing the Marketing Environment Social Media Marketing Marketing Research
4	Ch 5 & 6	Consumer Behaviour & Business-to-Business Marketing
5	Ch 7 & 8	Segmentation, Targeting & Positioning
6 & 7	Ch 9 & 10	Developing New Products Product, Branding & Packaging Services: The Intangible Product

Reading Week		
8	Ch 14	Integrated Marketing Communications
9	Ch 15	Advertising, Sales Promotions & Personal Selling Developing
10	Ch 11	Pricing Concepts & Strategies
11 & 12	Ch 12, 13 & 16	Global Marketing, Retail, Distribution & Supply Chain
13	Review	

Beware of Academic Fraud

Academic fraud is an act committed by a student to distort the marking of assignments, tests, examinations and other forms of academic evaluation. Academic fraud is neither accepted nor tolerated by the University. Anyone found guilty of academic fraud is liable to severe academic sanctions.

Here are a few examples of academic fraud:

- engaging in any form of plagiarism or cheating;
- presenting falsified research data;
- handing in an assignment that was not authored, in whole or in part, by the student;
- submitting the same assignment in more than one course, without the written consent of the professors concerned

In recent years, the development of the Internet has made it much easier to identify academic plagiarism. The tools available to your professors allow them to trace the exact origin of a text on the Web, using just a few words.

In cases where students are unsure whether they are at fault, it is their responsibility to consult the University's Web site at the following address, where you will find resources, tips and tools for writing papers and assignments:

[Academic Integrity Webpage](#)

Persons who have committed or attempted to commit (or have been accomplices to) academic fraud will be penalized. Here are some examples of the academic sanctions, which can be imposed:

- a grade of "F" for the assignment or course in question;
- an additional program requirement of between three and thirty credits;
- suspension or expulsion from the School.

Please be advised that professors have been formally advised to report every suspected case of academic fraud. In most cases of a first offence of academic fraud, the sanction applied to

students who have been found guilty is an “F” for the course with an additional three credits added to their program requirements. Repeat offenders are normally expelled from the School of Management.

Finally, the Telfer School of Management asks that students sign and submit with their deliverables the Personal Ethics Agreement form. Two versions of this form exist: one for individual assignments, and one for group submissions. **Assignments will not be accepted or marked if this form is not submitted and signed by all authors of the work.** We hope that by making this personal commitment, all students will understand the importance the School places on maintaining the highest standards of academic integrity.

Personal Ethics Statement
Individual Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed the entirety of my attached work and that I have applied all the appropriate rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adhered to the fraud policies outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. I further attest that I have knowledge of and have respected the "Beware of Plagiarism" brochure found on the Telfer School of Management's doc-depot site.

Signature

Date

Last Name (print), First Name (print)

Student Number