



VOTRE LIEN AVEC CE QUI COMPTE — CONNECTS YOU TO WHAT MATTERS

**Marketing**  
**ADM 2320 – Section B**  
**Fall 2017**

<b>Professor</b>	Ajax Persaud, Ph.D.
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<b>Office Hours</b>	Tuesdays 2:30-4pm & by appointment – DMS 5130
<b>Class Location</b>	DMS 1150
<b>Class Hours</b>	Tuesdays 4:00 – 5:30 Thursdays 2:30 – 4:00
<b>Prerequisite(s)</b>	
<b>Program of study</b>	Choose between the three choices below:
	BCom mandatory course
	Mandatory course of option <u>  X  </u> or specialization _____
	Optional course of option _____ or specialization _____

<b>Course Deliverable</b>	<b>Due Date</b>	<b>Weight on Final Grade</b>
Team Assignment: Globalization [submit via Brightspace]	November 07 <sup>th</sup> @ 9:00PM	5%
Team Project: Marketing Plan [submit via Brightspace]	November 27 <sup>th</sup> @ 9:00PM	20%
Class Participation Activities	Ongoing	10%
Mid-Term Examination (75 minutes)	October 19 (during class)	15%
Online Quiz (Chapters 1 through 7)	October 12	10%
Final Exam (Closed book & 2 hours)	TBA	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 Management Disciplines
- LG2 Demonstrate Critical Thinking and Decision-Making Skills
- LG5 Unlock the Value of Globalization

LG1 – This course introduces students to the discipline of marketing management and as such contributes to their understanding of a key core management discipline and how marketing integrates in the operation of the organization. The extent to which this learning goal is achieved is measured by student performance on examinations containing questions that broadly test their understanding of key marketing concepts.

LG2 – An important component of this course is the major team project requiring the development of a marketing profile of a company using data available from the Bloomberg database available in the Telfer School's finance lab. Performing secondary market research and applying core data in the preparation of a market analysis requires critical thinking and decision making. The extent to which this learning goal is achieved is measured by student performance on the team project.

LG5 – A component of this course considers global marketing in terms of country assessments, global marketing strategies, and cultural considerations. This contributes to recognizing the value of globalization from the marketing perspective. The extent to which this learning goal is achieved will be measured through examination questions as well as a targeted question on the team assignments that explicitly considers the challenges of globalization as well as its importance.

## **Course Learning Outcomes**

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

### *Mid-Term Exam*

The midterm exam covers chapters 1 through 7 and will be held during scheduled class times and in the classroom. It will consist of a combination of short answer, essay questions and case analysis. Under no circumstances will there be a make-up or deferred midterm. See note below regarding exam policies.

### *Class Participation*

This is a highly participative course. Class attendance and the quality of your individual contribution during class discussions are paramount. I will take class attendance randomly and you must be present each time when I do so – you will lose marks if you are absent whenever I take attendance. The mark for this activity is for attendance and class contribution – quantity *and* quality of contributions.

### *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

I will also assign specific activities in class, which must be completed and submitted by the end of the specific classes. You must be present to complete these activities. Submissions from those who are absent will be graded only for feedback but NOT for marks. Submission and grading instructions will be provided in class based on the nature of each activity.

### *Online Quiz*

There will be an online quiz covering chapters 1 through 7. Details will be provided on Brightspace.

### ***Team Project***

Details of the project are posted online on Brightspace. Please ensure that you follow all the requirements. We will form teams in the class at the beginning of classes on September 21<sup>st</sup>.

### ***Team Assignment on Globalization***

Details of this assignment are posted on Brightspace. Please ensure that you follow all the requirements.

### ***Final Exam***

The final exam is cumulative but will focus mainly on chapters 8 through 18. 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. Also, please speak with me at either the beginning or end of the very first class.*
- ✘** *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.***
- ✘** ***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 Globalization Assignment, Class Absence, 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 Brightspaceto see if the information you are looking for is already posted. This is good professional business practice.*
- ✘** **Remarking**

From time to time, students have legitimate concerns about marks they have received on a piece of work submitted. It is important to understand that you do have recourse if you feel

that any paper handed back to you has not been marked appropriately for the work you have submitted.

If you ever feel this way during this course, you must embark upon the following procedure **within one week** of the paper being handed back in class:

1.) Indicate **in writing** specifically what your concern(s) is (are). This does not mean that you simply say “I think I deserve more marks.” You must clearly indicate where the marker made a mistake in his/her marking of the paper. In this regard, you must refer to the class notes, excerpt in the textbook, etc., supporting your claim.

2.) After completing #1 above, you must submit the assignment with your comments back to the Professor **within one week** of the assignment being handed to the class. If you did not pick up the paper when it was handed back, you still have only one week from the original hand-back date to request a remark.

3.) If a paper is not resubmitted following the above guidelines, the Professor will regard the mark as originally assigned to be final. **NO MARKS will be changed at a later date.**

***It is important to note that the Professor reserves the right to remark the entire paper in question and to either leave the mark as is or to change it positively or negatively as required.***

- ✘ **Late Policy:** 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 once your reasons for missing is deemed appropriate by the University. You must submit the reason for your absence along with proof to the Telfer School's undergraduate office 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 Telfer School's undergraduate office immediately. All concerns pertaining to the final exams should be directed to the Telfer School's undergraduate office.

### **Required Materials**

#### Book Store

Grewal et al (2015), *Marketing, 3<sup>rd</sup> Canadian Edition*. **Brightspace is the website for the course.** You do not need Connect, the website accompanying the book.

### Class Schedule

Week	Dates	Readings	Topic
1 - 2	Sept 7 -16	Ch 1, 2, & 3	Overview of Marketing, Marketing Planning, the Marketing Environment & Global Marketing Environment
3 - 4	Sept 19 - 30	Ch 4, 5, 6	Consumer Behaviour, Business-to-Business Marketing, & Segmentation, Targeting and Positioning
5 - 6	Oct 3 - 14	Ch 6, 7, 8	Segmentation, Targeting and Positioning & Marketing Research
7	Oct 17	Ch 9	Product Development, Branding & Packaging & Global Product Strategy
	Oct 20		<b>Mid-Term Exam (Chapters 1—7)</b>
8	Oct 22 - 28		<b>Reading Week: No Lecture</b>
9 - 10	Oct 31 – Nov 5	Ch 10, 11	Services & Pricing
11 - 12	Nov 10,13	Ch 12, 13	Distribution, Retailing, Integrated Marketing Communications & Global Entry Strategies
13 -15	Nov 20 – Dec 03	Ch 14	Advertising, Sales Promotions & Personal Selling & Global Communication Strategies

**Note 1:** Multiple chapters covering the similar topics (e.g., new product development, branding, & packaging) will be delivered together. This means you are expected to read the relevant chapters in order to participate

**Note 2:** Topics cutting across multiple chapters (e.g., global marketing, digital marketing) will be delivered with the specific chapters.

**Note 3:** It is your responsibility to familiarize yourself with the above schedule and pattern of course delivery

## **Beware of Academic Fraud**

Academic Regulation 14 defines academic fraud as *"any act by a student that may result in a distorted academic evaluation for that student or another student. Academic fraud includes but is not limited to activities such as:*

- a) *Plagiarism or cheating in any way;*
- b) *Submitting work not partially or fully the student's own, excluding properly cited quotations and references. Such work includes assignments, essays, tests, exams, research reports and theses, regardless of whether the work is written, oral or another form;*
- c) *Presenting research data that are forged, falsified or fabricated;*
- d) *Attributing a statement of fact or reference to a fabricated source;*
- e) *Submitting the same work or a large part of the same piece of work in more than one course, or a thesis or any other piece of work submitted elsewhere without the prior approval of the appropriate professors or academic units;*
- f) *Falsifying or misrepresenting an academic evaluation, using a forged or altered supporting document or facilitating the use of such a document;*
- g) *Taking any action aimed at falsifying an academic evaluation."*<sup>1</sup>

***The Telfer School of Management does not tolerate academic fraud.*** Please familiarize yourself with the guidance provided at: <http://web5.uottawa.ca/mcs-smc/academicintegrity/home.php>

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 Concerning Telfer School Assignments

### Group Assignment:

By signing this Statement, I am attesting to the fact that I have reviewed not only my own work, but the work of my colleagues, in its entirety.

I attest to the fact that my own work in this project meets all of the rules of quotation and referencing in use at the Telfer School of Management at the University of Ottawa, as well as adheres to the fraud policies as outlined in the Academic Regulations in the University's Undergraduate Studies Calendar. [Academic Fraud Webpage](#)

To the best of my knowledge, I also believe that each of my group colleagues has also met the rules of quotation and referencing aforementioned in this Statement.

I understand that if my group assignment is submitted without a signed copy of this Personal Ethics Statement from each group member, it will be interpreted by the Telfer School that the missing student(s) signature is confirmation of non-participation of the aforementioned student(s) in the required work.

_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number
_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number
_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number
_____ Signature	_____ Date
_____ Last Name (print), First Name (print)	_____ Student Number

## 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. [Academic Fraud Webpage](#)

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Signature

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Date

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Last Name (print), First Name (print)

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Student Number

## **Sexual Violence**

The University of Ottawa will not tolerate any act of sexual violence. This includes acts such as rape and sexual harassment, as well as misconduct that take place without consent, which includes cyberbullying. The University, as well as various employee and student groups, offers a variety of services and resources to ensure that all uOttawa community members have access to confidential support and information, and to procedures for reporting an incident or filing a complaint. For more information, please visit <http://www.uOttawa.ca/sexual-violence-support-and-prevention/>.

## **Access Service for students who need adaptive measures**

Students who have a disability or functional limitation and who need adaptive measures (changes to the physical setting, arrangements for exams, learning strategies, etc.) to progress or participate fully in university life should contact Access Service right away:

- By visiting our office on the third floor of the Desmarais Building, Room 3172
- By filling out the [online registration form](#)
- By calling us phone at 613-562-5976

Access Service designs services and implements measures to break down barriers to learning for students with physical or mental health problems, visual impairments or blindness, hearing impairments or deafness, permanent or temporary disabilities, or learning disabilities.

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