

## ADM 2320 D - Marketing Fall 2018

<b>Professor</b>	Dr. Marzena Cedzynski
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<b>Office Hours</b>	Wednesday 16:00–17:00 and by appointment
<b>Class Location</b>	DMS 1150
<b>Class Hours</b>	Monday 16:00 - 17:30 & Wednesday 14:30 - 16:00
<b>Prerequisite(s)</b>	
<b>Program of study</b>	BCom mandatory course

<b>Course Deliverable</b>	<b>Due Date</b>	<b>Weight on Final Grade</b>
Class Attendance and Participation (Individual)	Ongoing	<b>5%</b>
Midterm: Part I (Multiple choice questions) & Part II (Open-ended questions) (Chapters 1 - 7)	October 15 & October 17	2x10% = 20%
Assignment 1 & Assignment 2 (Individual)	October 3 & November 19	2x10% = 20%
Marketing Plan - Written Report (Group Project)	December 5	15%
Final Exam (Chapters 8 - 15 & 17) <i>Closed book</i>	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 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 strategic marketing plan for a real company. The report requires critical thinking and decision making skills. 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.

### **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**

### ***Class Attendance and Participation***

Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent to professionals' participation in meetings. It is, therefore, considered important to success in this course. Mere attendance does not count towards class participation. Effective participation implies active and continuous contribution to class proceedings on the part of students in the form of 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 class participation.

Arriving to class late or leaving during a class (except in extenuating circumstances and after informing the professor) is rude to the instructor and your fellow students and disruptive of the learning environment. Such behaviour is not appreciated in any situation or organization, including this classroom.

### ***Mid-Term Exam***

The midterm exam, Part I and Part II, will be comprised of multiple choice questions and open-ended questions respectively based on the material covered in Chapters 1 to 7. The midterm exam will be held in the classroom during the regular class time. Under no circumstances will there be a make-up or deferred midterm. See note below regarding exam policies.

### ***Assignments***

There will be two assignments. Details of the assignments will be posted on the Virtual Campus.

### ***Marketing Plan Project (Written report & Presentation)***

A major take away from this course is the ability to construct a marketing plan. Details of this project will be posted on the Virtual Campus. We will form teams during the first two weeks of the course.

### ***Final Exam***

The final exam is cumulative but will focus mainly on post-mid-term material. The date, time and place of the final exam will be announced by the University.

## **IMPORTANT INFORMATION**

- ✘ *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.*
  
- ✘ *In accordance with 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 **nine or more classes**.*
  
- ✘ ***Late Policy:** The late penalty is 20% 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. This is **NOT** automatic – 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.*
  
- ✘ ***Correspondence***

Account: In all **email correspondences with the professor**, please use your official uOttawa email.

Subject: Always identify the course number, section, and a brief topic in the subject line of all emails (e.g., ADM2320, Marketing Plan). 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.

Response Time: Allow **two working days** to hear back. Therefore, it is best to e-mail far in advance with questions / comments. So, for example, there is no guarantee for an immediate response to an e-mail which was sent the day before a class or the day before the due date for a paper submission.

E-mail in general: Consider that there are opportunities to ask questions directly in class, or during office hours, that can be easily answered as opposed to waiting for an e-mail response. While e-mail is a great communication method, it is not always the best source.

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 the Virtual Campus to 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 paper with your comments back to the Professor **within one week** of the paper being handed back in 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.*

✘ **Virtual Campus** is the official “website” for this course. Course materials (lecture slides, assignments, readings) and notifications concerning the course will be posted on the Virtual Campus. It is expected that students will regularly check the Virtual Campus.

## **REQUIRED READING**

Grewal, Dhruv, Michael Levy, and Shirley Lichti (2018), Marketing, 4<sup>th</sup> Canadian Edition. Toronto: McGraw Hill Ryerson Ltd.

*The textbook is available to purchase at The University of Ottawa Bookstore. You do not need Connect (i.e., the website accompanying the book).*

**COURSE SCHEDULE (ADM 2320 - Marketing) - MAY BE ALTERED AS NEEDS OF COURSE UNFOLD**

Week	Date	Topic	Readings	Assignments/Exams
1	Sept. 5	-Introduction to Course		
2	Sept. 10	-Overview of Marketing	Chapter 1	
	Sept. 12	-Developing Marketing Strategies & a Mkt. Plan	Chapter 2	
3	Sept. 17	-Analyzing the Marketing Environment	Chapter 3	Composition of Teams for Group Projects
	Sept. 19	-Consumer Behaviour	Chapter 4	
4	Sept. 24	-Segmentation, Targeting & Positioning	Chapter 6	
	Sept. 26	-Segmentation, Targeting & Positioning (cont.)		
5	Oct. 1	-Marketing Research	Chapter 7	
	Oct. 3	-Business-to-Business Marketing	Chapter 5	<b>Item due: Assignment #1*</b>
6	Oct. 10	-Marketing Plan Rubric		
7	Oct. 15			<b>Midterm (Part I) – Multiple choice (Ch. 1- 7)</b>
	Oct. 17			<b>Midterm (Part II) – Open ended (Ch. 1- 7)</b>
	Oct. 21- 27	<b>Reading week</b>		
8	Oct. 29	-Developing New Products	Chapter 8	
	Oct. 30	-Product, Branding & Packaging	Chapter 9	
9	Nov. 5	-Product, Branding & Packaging (cont.)		
	Nov. 7	-Services: The Intangible Product	Chapter 10	
10	Nov. 12	-Pricing Concepts & Strategies	Chapter 11	
	Nov. 14	-Distribution Channel	Chapter 12	
11	Nov. 19	-Retailing and Omnichannel Marketing	Chapter 13	<b>Item due: Assignment #2*</b>
	Nov. 21	-Integrated Marketing Communications	Chapter 14	
12	Nov. 26	-Advertising, Sales Promotions & Personal Selling	Chapter 15	
	Nov. 28	-Guest Speaker		
13	Dec. 3	-Global Marketing	Chapter 17	
	Dec. 5	Course Conclusion		<b>Item due: Mkt. Plan Project*</b> -Academic Integrity Declaration Form <sup>VC only</sup> -Peer Evaluations for Group Project <sup>VC only</sup>

\* You must submit your written reports both as a hard copy and as an electronic file. Only the hard copy will be graded. The purpose of the electronic submission via the Virtual Campus (VC) is to create (for my records) a reservoir of all submitted papers.

## 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:*

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- 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.*
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*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>*

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# 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

## **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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