



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

**Marketing  
ADM 2320  
Section P  
Winter 2019**

<b>Professor</b>	<b>Ysabella (Hwa) Lee</b>
<b>Office</b>	DMS 5140
<b>Telephone</b>	613-562-5800 ext. 4797 (email preferred)
<b>E-Mail</b>	Ysabella.Lee@telfer.uottawa.ca
<b>Office Hours</b>	Tuesday 4:30- 5:30 PM Friday 1:00-2:30 PM Please confirm your intentions by e-mail.
<b>Class Location</b>	DMS 1130
<b>Class Hours</b>	Tuesday 8:30-10:00 Friday 10:00-11:30
<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 Project I: The Consumer and Market Profile*	March 4 <sup>th</sup> @10PM Submission via Brightspace	10%
Team Project II: Marketing Plan *	March 25 <sup>th</sup> @10PM Submission via Brightspace	20%
Marketing Labs	Various	10%
Mid-Term Examination (75min)	Feb 10 <sup>th</sup> 1PM	25%
Final Exam (3 hours)	Determined by Telfer	35%

\*These group assignments are to be submitted directly via Brightspace – **no hard copies will be accepted.**

## 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
- LG3 Demonstrate leadership, interpersonal and communications skills
- LG7 Provide value to the business community in a chosen area of specialization

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.

LG3 – A component of this course requires team projects and peer evaluations. The extent to which this learning goal is achieved will be measured through in-class group activities as well as group projects on the consumer market research assignment and the marketing plan which require the group discussion and collaboration to demonstrate interpersonal and communication skills.

LG7 – A component of this course requires team projects reflecting real world. The extent to which this learning goal is achieved will be measured through group projects on the developing marketing strategy based on consumer market research and the marketing plan which examine students understating of the current market trend and practices.

## 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**

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

The midterm exam covers chapters 1 through 7. The midterm exam will be held Feb 10th. It will consist of a combination of short answer and/or essay types and case analysis. Under no circumstances will there be a make-up or deferred midterm. See note below regarding exam policies.

### ***Class Attendance and 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

### ***Marketing Labs***

These activities are designed to develop skills that enhance students' abilities to apply concepts to solve real-world problems. Many of these exercises take place in class\*, though some require homework. These learning exercises are participation-oriented and are graded using a binary scale (0=not completed, 1=completed) or an ordinal scale (1=adequate, 2=very good, 3=distinguished). Examples of possible marketing labs include:

- **Mystery shopper:** Visit a retail store and report your observations
- **Trend spotting / scavenger hunt:** Search journal databases to quickly identify most relevant article.
- **Research experience:** Conduct an interview and evaluate the findings.
- **In-class cases:** Watch video and answer questions. Read recent news articles and answer questions.

\*In-class work will be only available in-class and must be completed during the allotted time. NO MAKE-UP work is allowed.

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

### ***Group form deadline: Jan 31<sup>st</sup>***

If you cannot find the group, I will create the group for you (random).

### ***Team Project I: Consumer and Market Profile Research***

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

### ***Team Project II- Marketing plan***

Details of the project will be posted online on Brightspace. Please ensure that you follow all the requirements.

### ***Final Exam***

The final exam is cumulative but will focus mainly on chapters 7 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.*
- ✘** *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.*
- ✘** *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.*
- ✘** *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 A Team Project or Sec A Team project I, Class Absence, etc. Also, include your first and last name and student number at the end of each email. 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 Brightspace 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 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. 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.

#### **Course materials:**

- (1) All materials prepared by the course professor, including lab manuals, class handouts and exam papers, are protected by copyright. Copying or scanning them or posting them on a website is therefore a violation of copyright and is illegal.
- (2) All rights reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission from the instructors.

## **Required Materials**

### Book Store

Grewal et al (2018), *Marketing, 4<sup>th</sup> Canadian Edition*. **Brightspace is the website for the course.**

## “Tentative” Class Schedule

Week	Readings	Topic
1	Ch 1	Introduction to Course Overview of Marketing
2	Ch 2,3	Developing Marketing Strategies and a Marketing Plan Analyzing the Marketing Environment
3	Ch 3,4	Analyzing the Marketing Environment Consumer Behaviour
4	Ch 4, 5	Consumer Behaviour Business-to-Business Marketing
5	Ch 6 Ch. 7	Segmentation, Targeting and Positioning Marketing Research
	<b>Feb 10</b>	<b>Mid-Term Exam (Chapters 1—7)</b>
6		Librarian session ( <i>Attendance is mandatory 1% deduction otherwise</i> )
7		<b>Reading Week: No Lecture</b>
8	Ch 8, 9	Developing New Products Product, Branding and Packaging
9	Ch 9	Product Development, Branding & Packaging & Global Product Strategy
10	Ch 10, 11	Services: The Intangible Product Pricing Concepts and Strategies
11	Ch 12, 13	Distribution & Retailing
12	Ch 14, 17	Integrated Marketing Communications Global Communication Strategies
13	Ch 15, 17	Advertising, Sales Promotions & Personal Selling Global Communication Strategies
		<b>Note 1:</b> 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
		<b>Note 2:</b> Topics cutting across multiple chapters (e.g., global marketing, digital marketing) will be delivered with the specific chapters.
		<b>Note 3:</b> 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

\_\_\_\_\_  
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](#)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Last Name (print), First Name (print)

\_\_\_\_\_  
Student Number

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.