York University

Atkinson College

School of Administrative Studies

AK/ADMS 2200

Introductory Marketing

Course Director: Dr. Kim Snow

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Classroom Etiquette:

Cell Phones: Please turn off your cell phones before entering the classroom.

Computers: Answering email and doing other work on computers during a lecture

can be distracting to other students

Food: When bringing food to class remember your fellow students

**Do Not Contact Any Companies**

Please note: Lecture 3 is the last lecture that students will be assigned a group.

Course Information:

1. Prerequisites: There is no prerequisite for this course.
2. Enrollment: Please ensure that you are enrolled in this section of the course. If you have problems with your enrollment please contact the administrative office.
3. Required Text: Required Text: MKTG: Principles of Marketing; Lamb, Hair, Boivin, Gaudet, Shearer (4th Edition)
4. Course Objectives: The qualities that employers look for when hiring marketing people are the ability to think through a problem; the ability to work effectively as part of a team and the ability to communicate. This course has been designed to provide students with the opportunity to develop and practice these skills. The specific objectives of the course are:
   1. To provide the student with the basic academic theory as it relates to marketing
   2. To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.
   3. To provide the student the opportunity to apply marketing concepts to real life marketing situations through the development and presentation of marketing plan with the assistance of team members.
5. Grade Determination:

Midterms 20%

Group Project 60%

First submission 10%

Presentation 10%

Final Report 40%

Final Exam 20%

Exam Information:

1. Midterm:
   1. The midterm consists of multiple-choice questions
   2. For students who have difficulty with English, you may bring a dictionary in book form but not an electronic dictionary. If you will be using a dictionary during the exam you must inform the professor.
   3. This exam will cover all you have been asked to read, and anything discussed in class up to and including the week before the exam.
   4. If you miss the midterm exam for legitimate reasons – make arrangements with the professor
   5. If you are making alternative arrangements to write the midterm you must inform the professor at least two weeks before of the exam
2. Final Exam:
   1. The final exam consists of multiple choice questions
   2. If you are making alternative arrangements to write the final you must inform the professor at least two weeks of the exam

Group Project

1. Your group project consists of two parts: a written report and a presentation. The written report is worth 40% and the presentation is worth 10%
2. The written report consists of a marketing plan. The environmental and competitive analysis is due in week 5. This will be returned the week after the midterm. The final report is due in week 11. The report is due at the beginning of class. You will be able make corrections and resubmit the first part of the report with the second part. The grade used to calculate your final mark will be the higher of the grades.
3. The group project is a team effort and only the team members can determine each person’s contribution to the team. For this reason, each member will complete an evaluation form indicating the contribution of their team members. The form is provided on the moodle site. You need to print the form for submission. These forms are confidential and the information on them will not be shared with anyone.
4. Your grade for the team project will be determined by multiplying the group grade by the number of students in the group and distributing these grades according to the evaluation scores received. This means that team members could receive different overall grades.
5. The presentation will be marked on creativity and content.