

Instructor: Hyunwoo Lim, PhD
Class Meetings: Friday, 14:30 – 17:30 (Room H, Building CLH)
Course Website: Course website will be managed using Moodle. Be sure to check your email & Moodle 3-4 times per week
Office Hours: 262 ATK, by appointment
E-mail: hlim@yorku.ca – Send Emails as such: Subject: “ADMS 2200 E - ____”

I. COURSE OVERVIEW

Course Description

This course covers the fundamentals of marketing theory, concepts and management as applied to marketing's strategic role in meeting customer needs, products (goods and services), price, promotion, distribution, consumer behavior, segmentation, targeting, positioning, ethics and research. The course utilizes lecture, oral and written work and a marketing plan.

Required Materials for Course

Required Textbook:

Marketing – An Introduction, Armstrong, Kotler, Trifts and Buchwitz, 6th Canadian Edition (ISBN: 978-0-13-409580-6 ©2017 • Pearson Education Canada).

Note: It is critical that you have completed the reading assignments thoroughly *before* class on the day shown in the schedule, which is on the next page. We will not cover all of the text material in class; often, our class time will be used to examine material that supplements and enriches the material found in the textbook. You are expected to know the assigned textbook materials for the class discussions and exams. **To be clear, you can be tested on assigned textbook materials that are not covered during class meetings.**

Course Format

The course format will be a combination of lecture, class discussion, and self-/group-assessments. The emphasis on class discussion and practical application requires each student to take responsibility for reading and processing the text material *before* coming to class. What you learn in this class is directly related to the amount of energy that you put into the activities. **Please be aware that students are responsible for all announcement made in class, even if not in attendance.**

II. GRADING

Your final course grade will come from a combination of exams, quizzes, assignments, a group project, and in-class participation.

<u>Item</u>	<u>% of Grade</u>
Exam 1 (Week 5)	30%
Exam 2 (Week 10)	30%
Group Presentations (Weeks 11/12)	10%
Group Written Papers (Week 12)	25%
Class Participation	5%

Exams

There will be 2 exams. Exam scores will make up 60% of a student's grade. Exams will cover a combination of text material, lecture, and class discussions. Exams will consist of multiple-choice questions, and/or short answers. The best way to prepare for these exams is to do the assigned readings prior to coming to class, regularly attend classes, actively participate in class discussions, and take good notes. Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for examinations. You must advise the instructor in advance if unable to appear for an examination.

Note there is a limitation of one calendar week for queries on grading following the return of an examination. When a request for re-grading is received, the entire examination will be re-marked. The new grade may be higher, the same or lower.

Group Written Papers (Marketing Plan)

Teams of approximately 5-6 people will be assembled to work together on a project through the semester. Please select a product from a crowdfunding site and create a comprehensive marketing plan for the product.

- Written Paper (10 Page Maximum) Due: 11:59pm on the class day of week 12 (late submissions will be heavily penalized)
- Written Paper Table of Content (example)
 1. Executive Summary (to be written at the end after the entire paper is completed)
 2. Product Descriptions
 3. Core Competencies (how it plans to achieve a sustainable competitive advantage)
 4. SWOT Analysis
 5. Competitors in the market
 6. Target market
 7. Marketing mix
 - (1) Product strategy
 - (2) Distribution Strategy
 - (3) Promotional Strategy
 - (4) Pricing Strategy

Group Presentations (Marketing Plan)

Teams of approximately 5-6 people will be assembled to work together on a project through the semester.

- Weeks 11 and 12 - Maximum 15 minutes including 5-minute Q&A.
- Please upload your presentation to Moodle after the presentation.
- Please rehearse to ensure time compliance.
- Imagine that you become a marketing manager of the product.
- Let the instructor know which product you choose by week 4 (short e-mail with brief description)
- Feel free to use any marketing strategies and tactics discussed in the class or the textbook, e.g., Marketing Strategy – Strategic Planning, Integrated Marketing Communications, Advertising, Personal Selling, Sales Promotion, Consumer Behavior, Business-to-Business, Serving Global Markets, Segmentation, Targeting, Positioning and so on.
- Make the presentation as interesting as possible. The instructor is very interested in learning and understanding something NEW.

Peer Evaluation

To ensure that each group performs effectively, each student will submit a confidential peer evaluation at the end of the semester. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, based on these evaluations.

For peer evaluations score each team mate on a 10-point scale. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of these evaluations. As an example, if a student's average peer evaluation is 7 out of 10, then his/her project score will be weighted by 0.7 (e.g. team score = 80, average peer evaluation = 7, then $80 * 0.7 = 56$).

Each student will submit a confidential peer evaluation and a group log by week 12. If I do not receive any peer evaluation, I assume that you assign 10 to all your teammates. (Late submission will NOT be accepted.)

Class Participation

Your constructive contribution to class discussions and your ability to listen to others are important elements of the class. To achieve this environment and to meet the learning goals, students are expected to participate in active discussion, debate and problem solving. The participation is defined as both the quantity and quality of contributions to class discussion and exercises. This consists of more than being present and listening – that is attendance. Participation includes asking and answering questions (prompted and unprompted) and adding to the discussion with relevant comments and ideas regarding the issues presented in class.

III. Course Schedule (Tentative)

Sessions	Date	Topic	Chapters
1	September 6	Marketing Strategy	1,2
2	September 13	Marketing Environment & Information	3,4,5
3	September 20	Consumer Behaviors & STP	6,7
4	September 27	Products	8,9
5	October 4	Exam 1 (Weeks 1-4)	
6	October 11	Pricing	10
7	October 25	Place	11,12
8	November 1	Promotion	13,14
9	November 8	Digital & Global Marketing	15,16
10	November 15	Exam 2 (Weeks 6-9)	
11	November 22	Group Presentations	
12	November 29	Group Presentations	Group Written Paper Due

IV. ADDITIONAL POLICIES

Deferred Exams

Deferred standing may be granted to students who are unable to write their final examination at the scheduled time or to submit their outstanding course work on the last day of classes. Details can be found at <http://myacademicrecord.students.yorku.ca/deferred-standing>

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf

Attending Physician's Statement form: <http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf>

In order to apply for deferred standing, students must register at <https://sas-app.laps.yorku.ca/>

Followed by handing in a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) and add your ticket number to the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam. These requests will be considered on their merit and decisions will be made available by logging into the above mentioned link. No individualized communication will be sent by the School to the students (no letter or e-mails).

Students with approved DSA will be able to write their deferred examination during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and covered content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

Academic Honesty

The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at: <http://www.yorku.ca/secretariat/policies/document.php?document=69>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at: <https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

Grading Scheme and Feedback Policy

The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth

at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:

<http://www.yorku.ca/univsec/policies/document.php?document=86>

In-Class Tests and Exams - the 20% Rule

For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: <http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/>

Reappraisals

Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy>

Accommodation Procedures

LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accomodations/>

Religious Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit: <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

Academic Accommodation for Students with Disabilities (Senate Policy)

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Counselling and Disability Services website at <http://www.yorku.ca/dshub/>

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodations.