

York University  
Atkinson College  
School of Administrative Studies  
Fall 2019  
ADMS 2200 Section F  
Introductory Marketing

Meeting Time: Monday 8:30 a.m – 11:30 a.m.  
Location: HNE 038 (check York website to confirm)  
Course Director: Dr. Les Melamed  
Email: lmelamed@yorku.ca  
Office hours: Before class, as arranged.

## Course objectives

The course covers the fundamentals of marketing theory, concepts and management as applied to marketing's strategic role in meeting customer needs, including product (goods and services), price, promotion, distribution, consumer, segmentation, positioning, ethics, and research.

The course will provide the student with the opportunity to acquire a marketing vocabulary, to see many every-day situations in a marketing framework, and apply these marketing concepts to real life marketing situations.

## Classroom Etiquette

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

No recordings or photographs are permitted in the class.

Participation in discussions of the course material is encouraged.

## Course Information

Prerequisites: There is no prerequisite for this course.

Please ensure that you are enrolled in this section of the course. If you have problems with your enrollment, please contact the administrative office.

## Required Text

Contemporary Marketing; Fourth Canadian Edition; Boone, Kurtz, MacKenzie, Snow;  
Publisher: Thomson Nelson

## Grading

	<b>Percent</b>
Group Project	45
Midterm	35
Final	20
<b>Total</b>	<b>100</b>

Note: Adjustments to grades and grade distributions may be done to conform with departmental requirements.

## Group project: Written Case Analysis

Team sizes and membership will be announced at the first class, and will be available on Moodle soon after. Students must be present in class to be assigned to a group.

The written case analysis will be implemented and a report written by assigned teams. It will be done as a group project. Only one project write-up is required for the whole group.

The purpose of the project is to allow you to take a real-life marketing problem, analyze it, and offer a well thought out solution.

Each group must have decided which marketing problem to deal with by the end of the second week. Please discuss the selected topic with the instructor. Once this has been approved, you **cannot** change it.

The report should use the headers shown in the Case Outline posted on Moodle. Additional advice is posted there too.

Teams will be required to present and discuss the progress of their assignment during class time.

A student must be present in class to be assigned to a group.

## The Assignment

Select a real life-marketing problem of interest to you in the marketing area. This problem may be one faced by a company of which you are a part, or one faced by a company where you can get access to enough information to work on solving the marketing problem. Alternatively, you may have an idea about a business you'd like to be in, or a product you'd like to market and could select the marketing problems associated with that idea to work on in your project. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, press stories, etc.

Certain companies cannot be used for your case study. The companies excluded from consideration are listed in a file on Moodle.

Once you have selected the problem, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives and make your recommendations.

The project consists of a case analysis of a real-world current issue for an organization that you will locate and identify. Your report will consist of a detailed and comprehensive description of the situation facing the manager and an analysis with recommendations for action for the organization.

Cost, revenue and profit projections should be included in the report

#### **Organization and format:**

The report must be in the form of a word processed document, double spaced not including appendices, exhibits, and references.

Be concise. You may use point forms in your report.

Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is required. Properly acknowledge all material used in your report that is not your own. Please use in-line citations and include a list of sources cited. For information from the internet, please provide the URL and the date accessed.

#### **Tips about case analyses**

Cases are brief descriptions of a situation in which an organization finds itself at a certain point in time. The main purpose of casework is to identify the problem(s) / opportunities facing the organization and to make decisions on how to solve them. You should put yourself in the position of the decision maker. You may feel uncomfortable making such decisions even after you have done a thorough analysis of all the information in the case. Some of what you consider to be key pieces of information may be missing, but this is reality. Management decisions are never made on the basis of complete information.

It is expected that students will demonstrate the ability to undertake secondary research about the case and apply course concepts in the case analysis. Seek out as much additional information as you feel is helpful. Generally, researching the cases will require considerable effort. Thus, effective team organization and division of labour will have an important bearing on the success of the group case preparation.

The first part of the report, due at the start of the class as per the class schedule, includes the Problem Statement (Issues to be resolved), Analysis (External and Internal), Customers (including Segmentation Analysis) and Competitors. The maximum length for this section is 11 pages plus appendices and references.

The final report includes the entire report, including any revisions you make to the first part. The grade for the first part will be the higher of the two submissions. The maximum length for the entire report is 22 pages plus appendices and references.

Both the first part of the report as well as the final report must be submitted on paper.

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 individual evaluation form indicating their own contribution and the contribution of each of their team members. The form is provided on the Moodle site. You need to print the form for submission. Provide it on paper to the instructor. These forms are confidential and the information on them will not be shared with anyone.

One team member evaluation form for each team member is due when the first part of the project is turned in and a separate one for each team member is due when the entire report is turned in.

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 grades.

## Exam Information:

### **Midterm:**

The midterm consists of multiple-choice questions. 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. If you miss the midterm exam for legitimate reasons, make arrangements with the professor.

## Final Exam:

The final exam consists of multiple-choice questions. 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. If you miss the final exam for legitimate reasons, see the instructions for Deferred Exams below.

### Lecture, Project and Exam Schedule

Week #	Date	Lecture topic	Textbook chapter	
1	09-Sep-19	Marketing: The Art and Science of Satisfying Customers; Strategic Planning in Contemporary Marketing	1 & 2	
2	16-Sep-19	Strategic Planning in Contemporary Marketing (continued); The Marketing Environment, Ethics, and Social Responsibility	2 & 3	
3	23-Sep-19	Consumer Behaviour and Business to Business Marketing	5 & 6	
4	30-Sep-19	No Lecture	Review 1, 2, 3, 5, 6	
5	07-Oct-19	Market Segmentation, Targeting, and Positioning	9	
6	14-Oct-19	Fall Reading Week (no classes)		
7	21-Oct-19	Midterm exam	Midterm: In class; during regular class hours.	First part of the case due; Peer evaluations due.
8	28-Oct-19	Pricing Concepts and Strategies	16	
9	04-Nov-19	Product and Service Strategies; Developing and Managing Brand and Product Strategies	10 & 11	
10	11-Nov-19	Integrated Marketing Communications, Advertising, and Digital Communications; Personal Selling and Sales Promotion	14 & 15	

Week #	Date	Lecture topic	Textbook chapter	
11	18-Nov-19	Marketing Research, Decision Support Systems, and Sales Forecasting	8	Entire case due; Peer evaluations due.
12	25-Nov-19	Distribution: Marketing Channels and Supply Chain Management; Retailers, Wholesalers, and Direct Marketers	12 & 13	
13	02-Dec-19	Final Exam	Final Exam: In class; during regular class hours	In class; during regular class hours

Note: Circumstances may require changes to the topics covered in individual lectures.

## **RELEVANT UNIVERSITY REGULATIONS**

**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](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.