

York University  
Faculty of Liberal Arts and Professional Studies  
School of Administrative Studies

**APPLIED MARKETING MANAGEMENT**  
**ADMS 3220 A Fall 2019**

**COURSE INSTRUCTOR / CONTACT:**

Instructor: Pilar Carbonell  
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Office: ATK 238  
Office hours: By appointment – the hour before and after class is usually available.

**CLASS TIME AND LOCATION**

Tuesdays, 4:00-7:00 pm; ACW 106

**COURSE DESCRIPTION:**

This is an intermediate course in marketing that focuses on the application of concepts, principles, and tools of marketing planning. Working with cases, students analyze marketing problems and develop programs that address those problems. Course topics include: situation analysis, understanding customer value, segmentation, targeting, positioning, formulating marketing strategies, marketing plan implementation and control. Assignments include creating a real-life marketing plan for a for-profit or not-for-profit organization. A variety of guest speakers are invited to give presentations and hold discussions with the students.

**PRE-REQUISITES:**

Students should ensure that they have the appropriate pre-requisites as the University may de-enroll any students without the appropriate pre-requisites. Course prerequisites: for students in an Honours program AP/ADMS 2200 3.00; for other students, a grade of C+ or better in AP/ADMS 2200 3.00. Course credit exclusions: None.

**REQUIRED COURSE TEXT / READINGS:**

1. **Textbook:** The textbook for this course is a customized electronic coursepack which includes nine selected readings from Harvard Business Publishing (HPB). Click on the following link to purchase the coursepack: <https://hbsp.harvard.edu/import/641541> . Students must register first for an account to access the coursepack.
2. **Course-kit with Marketing cases:** In addition to the above, students are required to purchase a course-kit containing the marketing cases to be discussed during the course. *Course kit- ADMS 3220. Applied Marketing Management Fall 2019.* The course kit is available for purchase at York Bookstore.

**COURSE LEARNING OBJECTIVES:**

This course will help you:

- To understand and apply basic principles and concepts of marketing planning.
- To analyze marketing problems and/or opportunities.

- To identify reasonable strategies or programs in the areas of product, pricing, communications and distribution.
- To select the best alternative and develop an approach to implement it.
- To analyze and explain the way in which markets and the general environment affect marketing decisions in a variety of industries.
- Communicate more effectively (orally and in writing) in a business context

**GRADE BREAKDOWN:**

- Case work (individual) 25%
  - In -class participation in case discussion: 12.5%
  - Case write-ups (online questions): 12.5%
- Final exam (individual) 25%
- Marketing plan (group project) 50%

**CASE WORK**

Case studies play a very important role in this course. During the term, students (individually) will analyze and discuss six marketing cases. For each case, students are expected to:

- a) prepare and actively contribute to the in-class discussion of the case and,
- b) answer the discussion questions posted on Moodle (case write-ups).

For more information on this course component, please refer to the pdf document posted on Moodle (week#1) entitled 'Case Work'.

**FINAL EXAM**

The final exam will consist of a mix of applied and theoretical short questions. This exam is cumulative and thus will cover all material presented and discussed during the semester. It will take place in class.

**MARKETING PLAN PROJECT**

Students, working in groups, will develop a comprehensive marketing plan for a real client organization. This organization has real concerns and is keenly interested in the outcomes delivered by the students. The project proposal submitted by the participating company will be posted in the course Moodle site. Students are encouraged to read this proposal before the first day of class.

Groups will be formed on the first day of class. No changes in group composition will be permitted once the groups are formed.

*Peer evaluations*

Team members will have an opportunity to complete two peer evaluations during the semester. The first peer evaluation is intended to identify both high and low contributors and to give low performers an opportunity to correct their behavior. The final peer evaluation will be evaluative in that it will affect each team member's grades.

There are several milestone assignments for the group project. Detailed descriptions of these assignments and due dates are posted on the course Moodle site, under week 1, on a document entitled "marketing plan group project". All students in this course are expected to become

familiar with the contents of this document.

### **WEEKLY SCHEDULE**

The weekly schedule of the course will be posted on the course Moodle site. Be sure to check your York email and the course Moodle site frequently to note any minor changes to the weekly schedule.

### **COURSE AND UNIVERSITY POLICIES**

#### **Attendance**

It is strongly recommended that students attend all classes in order to ensure successful achievement of the intended learning outcomes.

Attendance to guest speakers' presentations and project presentations is mandatory; a 10% penalty to your participation grade will be applied for each unjustified absence on these days.

#### **Video or audio recording**

Video or audio recording of lectures, without permission of the instructor, is not permitted.

#### **Late submission**

Project submissions: All project deliverables must be handed in on or before the due date. Assignments handed in late will be penalized with a grade reduction of 15% per day, including Saturdays and Sundays, after a deadline.

There is no extension for the submissions of the online case questions (case write-ups); late submissions will not be accepted.

**Missed case discussion:** Students with legitimate reasons to miss a case discussion will be given the opportunity to make up for lost participation marks by submitting the answers to all the discussion questions of the case they missed. Assignments should not be more than 3 pages long, single space. Submissions are by email within a week of the missed case. An excused absence must be documented in writing with an appropriate official note (e.g., attending physician's statement, court note, death/marriage certificate, police report, etc). Absences should be communicated to the instructor prior to the class session if possible.

#### **Email communication:**

For emails, please make sure that you include the course number on the email subject line (e.g. ADMS 3220).

#### **Cellphones and Smartphones:**

Use of cellphones and smartphones is not permitted during class time. Please keep *cell phones off the desk/table* and turned off or in silent/vibrate mode.

#### **Laptops:**

Students laptops are a classroom privilege and their use should be restricted to activities directly supporting the current learning objectives. Any violation during classroom time of this direction (such as messaging, web surfing, email, etc.) will result in students being asked to refrain from using laptops in future classes. This misuse is distracting to the instructor, class, and guests or

let alone, the students sitting in the immediate area. Please note that laptops and tablets will be turned off and out of sight for case discussion and group project's presentations.

### **Deferred standing:**

Deferred standing may be granted to students who are unable to write their final examination at the scheduled time. In order to apply for deferred standing, students must register at <https://sas-app.laps.yorku.ca/>. Follow 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 following link: <https://sas-app.laps.yorku.ca/>.

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.

DSA Form: <https://secure.students.yorku.ca/pdf/final-exam-assignment-deferred-standing-agreement.pdf> Attending Physician's Statement form: <https://myacademicrecord.students.yorku.ca/pdf/attending-physicians-statement.pdf?tab=3>

### **Academic Honesty:**

The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. To quote the Senate Policy on Academic Honesty. The 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 will 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: [http://www.yorku.ca/tutorial/academic\\_integrity/](http://www.yorku.ca/tutorial/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. 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/secretariat/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://www.yorku.ca/secretariat/policies/document.php?document=141>

For further information on examination scheduling and other important dates, please refer to: <http://www.registrar.yorku.ca/enrol/dates/index.htm>

### **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://www.registrar.yorku.ca/grades/reappraisal/index.htm>

### **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://www.registrar.yorku.ca/exams/deferred/index.htm>

### **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:**

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 Disabilities Services website at <http://www.yorku.ca/cds/>

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/> Alert the Course Director as soon as possible should you require special accommodations.