Last updated: **October 3, 2019**

COURSE:

AK/ADMS 2200 S Introductory Marketing

ADDITIONAL REQUIREMENTS:

None

REQUIRED COURSE TEXT / READINGS:

Boone, Kurtz, MacKenzie, and Snow: Contemporary Marketing (Fourth Canadian edition); Thomson Nelson

WEIGHTING OF COURSE:

Midterm 30%

Numerical quiz 10%

Group Project 40%

Final Exam 20%

COURSE INSTRUCTOR / CONTACT:

Alexander Rusetski, PhD

Associate Professor of Marketing

Phone: (416) 736-2100 x 30591

Office: Atkinson 237

E-mail: arusetsk@yorku.ca (preferred)

Course consultation hours: Mondays 3:00 – 5:00 PM, Thursdays 3:00 – 5:00 PM.

EXPANDED COURSE DESCRIPTION:

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, research. Includes the creation of an actual marketing plan.

ORGANIZATION OF THE COURSE:

The detailed course schedule will be provided at the beginning of classes. The general structure is as follows, and can be changed:

Class 1 What is Marketing and Strategic Planning

Class 2 The Environment, Competition, and the Customer

Class 3 Target Markets

Class 4 Product and Service Strategies

Class 5 Developing and Managing Brands **(Part 1 of the Project is due)**

Class 6 **Midterm**

Class 7 Pricing

Class 8 Retailing

Class 9 IMC and Advertising **(Numerical quiz – 60 minutes)**

Class 10 Digital Marketing

Class 11 Personal Selling and Promotions **(Complete Project is due)**

Class 12 **Final Exam**

COURSE LEARNING 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:

a. To provide the student with the basic academic theory as it relates to marketing

b. To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.

c. To provide the student the opportunity to apply marketing concepts to real-life marketing situations through the development and presentation of a marketing plan with the assistance of team members.

ADDITIONAL INFORMATION / NOTES:

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

Communication:

The preferred mode of communication outside the class and office hours is the e-mail. I usually answer my e-mails in less than 24 hours. **I will NOT answer e-mails begging for higher marks**.

If you need a face-to-face meeting, you are welcome to stop by my office during the office hours. If the office hours are not suitable for you, we can set up a different time. In any case, I would appreciate an e-mail sent in advance notifying me that you are coming.

Exam Information:

Both exams and the quiz are closed books, closed notes.

A. Midterm:
    a. The midterm consists of 100 multiple-choice questions.
    b. Please bring a soft pencil to complete the computer form.
    c. Students who have difficulty with English may bring a dictionary in a book form but not an electronic dictionary. If you will be using a dictionary during the exam you must inform the professor.
    d. Answer the multiple choice questions on the computer sheet.
    e. You will not get the multiple-choice questions or your computer form back.
    f. 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.
    g. If you miss the midterm exam for legitimate reasons you can ask for a makeup exam or the weight of the midterm will be added to the final.
    h. If you are making alternative arrangements to write the midterm you must inform the professor at least two weeks before of the exam
    i. The date and location for the makeup midterm will be announced in class and put on the course website as soon as arrangements are made.

B. Final Exam:
    a. The final exam consists of 100 multiple choice questions
    b. If you are making alternative arrangements to write the final you must inform the professor at least two weeks of the exam

C. Numerical Quiz
    a. The quiz consists of 35 multiple choice questions
    b. To correctly answer most of the questions calculations will have to be performed: **bring a calculator**
    c. The quiz is based on the textbook's Appendix C, Chapter 16 (Elasticity, Break-even analysis, Target returns) and additional reading posted by the instructor

Group Project

A. Your group project consists of two parts: a written report and a presentation. The written report is worth 80% and the presentation is worth 20% of the project mark.

B. The written report consists of a marketing plan. Part 1 - 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. The mark for the first part is provisional, you will be able to make corrections before submitting a complete report.

C. 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 template of the form is provided. You can submit a hard copy in class or e-mail it to me. These forms are confidential and the information on them will not be shared with anyone.

D. 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.

E. The presentation will be marked both on creativity and content.

Grading, Assignment Submission, Lateness Penalties and Missed Tests

Grading: The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ - 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)

(For a full description of York grading system see the York University Undergraduate Calendar - http://calendars.registrar.yorku.ca/pdfs/ug2004cal/calug04_5_acadinfo.pdf)

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the Atkinson Faculty of Liberal and Professional Studies section of the Undergraduate Calendar: http://calendars.registrar.yorku.ca/2012-2013/faculty_rules/AP/index.htm

Assignment Submission: Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment.

Lateness Penalty: Projects received later than the due date will be penalized by ½ letter grade per day. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., an Attending Physician's Statement).

Missed Tests: Students with a documented reason for missing a course test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., an Attending Physician's Statement) may request accommodation from the Course Instructor in a form of a makeup test (within a week before or a week after the test). Further extensions or accommodation will require students to submit a formal petition to the Faculty. Failure to appear at the mutually agreed time of a makeup exam will result in the grade of 0.

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

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

http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf

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.