**School of Administrative Studies**

**Introductory Marketing**

**ADMS 2200 G (Internet section)**

**Fall 2020**

**Course instructor:**

Lee Li, Professor of Marketing, School of Administrative Studies, Email address: leeli@yorku.ca.

**Times and locations:**

Please note that this is an **online course**. The entire course, including the submission of assignments, participation/discussion and test-taking, will take place on the course’s Moodle.

**Course** **webpage**:

Moodle

**Technical requirements for taking the course:**

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with the course materials, the course director/TA, as well as with one another.

Students shall note the following:

* Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
* If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
* The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please review the [technology requirements and FAQs for Moodle](http://www.yorku.ca/moodle/students/faq/index.html).

**Virtual office hours:**

Students can discuss with the course director on Zoom from 9:30pm to 10:30pm on September 14 and 28; October 19, November 2, 16, and 30. Meeting ID will be provided in due course. Students can also call the course director at 647 849 7359 from 6:00pm to 7:00pm every Monday and during the mid-term and final exams.

**Expanded 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/service, price, promotion, distribution, consumer behaviour, market, positioning, ethics and research. The course utilizes lecture, oral and written work, case studies and a marketing plan.

**Course objectives and learning outcomes:**

This course aims to provide students with latest theories and concepts about creating customer value and engagement in a digital and social marketplace. More than just making a sale, marketers have to understand customer value and engage customers, making marketers’ brands a meaningful part of customers’ lives. Students will learn how customer value and customer engagement drive effective marketing strategies.

**Organization of the course:**

| **Week** | **Topic** | **Chapters** | **Case** |
| --- | --- | --- | --- |
| 1 | Marketing: Creating and capturing customer valueFormation of Groups | 1 |  |
| 2 | Marketing Strategy | 2 | The big Cheese of Mousetraps |
| 3 | Sustainable marketing and online marketing | 2, 3, 15  | Grocery Gateway |
| 4 | Marketing Information /Environment  | 4, 5 | Coca-Cola |
| 5 | Consumer behavior/Market Segmentation / Targeting | 6, 7 | Procter & Gamble |
| 6 | Potential Mid-Term week |  |  |
|  |
| 7 | Positioning/Product/New product development/ | 7, 8, 9 | Gillette |
| 8 | Branding / Product Life Cycle  | 8, 9 |  |
| 9 | Pricing | 10 |  |
| 10 | Marketing Channels/global markets | 12, 11, 16 |  |
| 11 | Promotion/Communication | 13, 14 |  |
| 12 | Review for final exam and due date of project reports |  |  |
|  |  |  |  |

Students are supposed to read the textbook, read the reading tips of each textbook chapter (posted on course website), listen to pre-recorded lectures (posted on course website), conduct group projects online, and write mid-term and final exams on course website.

This course is divided into 12 weeks. Readings and lecture recordings have been organized in sequential order, so that you build skills and enhance knowledge as you move from one week to the next. Students should begin the course work in week 1, and complete it before moving onto the next week. While students can complete the learning activities at your own pace, a suggested timeline for completing the course has been provided in the schedule of readings and activities.

For each week, there is a series of assigned readings that must be completed. To help students make sense of the assigned textbook chapters, each week is accompanied by a recorded lecture as well as by a set of guided reading tips. Students are encouraged to begin each week by first attempting to read the assigned chapters by yourself. Afterwards, please listen the accompanying recorded lectures and narrated PowerPoint presentations.

**Required readings/texts:**

Armstrong, Kotler, Trifts, Buchwitz, "Marketing – An Introduction", 6th Canadian Edition. ISBN: 978-0-13-409580-6 © 2017 (or 978-0-13-471195-9 ©2018) • Pearson Education Canada.

The 7th edition of the textbook may be available in Fall 2020 (ISBN: 978-0-13-535628-9)

**Evaluation**

|  |  |  |
| --- | --- | --- |
| Assessment | Due date | Value (% of final grade) |
| Mid-term assignment | October 23, 2020 | 20% |
| Group project  | December 2, 2020 | 30% |
| Final exam | Final exam period (December 9 - 23) | 50% |
|  |  |  |

**Course policies:**

*Academic honesty and integrity*

In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK’s [Academic Integrity module](https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another’s work, the representation of another’s ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty](https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/).

**Schedule of readings and activities:**

* Class will start on September 9, 2020.
* Reading Week will occur between October 10 and 16, 2020.
* The last date to submit project reports is December 2.
* The formal exam period will run from December 9 to 23, 2020.