**COURSE:**

**ADMS 2200**

**Introductory Marketing**

**Fall 2020-21, Section M**

**Blended Course with a mix of "live" online classes on Zoom and weekly recorded lectures to be listened to on your own**

**Preliminary Course Outline**

(as at July 29, 2020)

COVID19 and the ensuing move to a fully online format has led to many changes from the way this course has operated in the past in its delivery and deliverables. While I did my best to come up with the most suitable adjustments, I may have to change some aspects of the course outline below as we work through it in these extraordinary circumstances.

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 a marketing plan.

**I. 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:

1. To provide the student with the basic academic theory as it relates to marketing
2. To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.
3. To provide students with the opportunity to apply marketing concepts to marketing situations through the development and presentation of a marketing plan in group work.

**II. REQUIREMENTS:**

**Prerequisites.**

None. To ensure fairness and efficiency of group work, no late enrolment will be allowed.

**Technical requirements**

Please prepare for our live online lectures according to [https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom@YorkU-Best-Practicesv2.pdf](https://staff.computing.yorku.ca/wp-content/uploads/sites/3/2020/03/Zoom%40YorkU-Best-Practicesv2.pdf) and [http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom@YorkU-User-Reference-Guide.pdf](http://staff.computing.yorku.ca/wp-content/uploads/sites/3/2012/02/Zoom%40YorkU-User-Reference-Guide.pdf).

As per communication from York University Senate, 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.

Technology requirements and FAQs for Moodle can be found here - <http://www.yorku.ca/moodle/students/faq/index.html>”

Specific instructions will be sent out regarding the technical requirements for the timed Moodle exams.

**III. REQUIRED COURSE TEXT / READINGS:**

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

**IV. WEIGHTING OF COURSE:**

|  |  |  |
| --- | --- | --- |
| **Assignment Type** | **% of Grade** | **Due Date** |
| Group Report, Part 1 | 20% | Saturday, October 31st, 5 pm |
| Group Report, Part 2 | 20% | Saturday, December 5, 5 pm |
| Midterm Test | 27.5% | TBA (probably Wed, Oct 21, 5:30 pm to 7 pm) |
| Final Exam | 32.5% | TBA (in Exam Period, Dec 9 to 23) |

**For Students who miss the midterm,** the weight of the midterm exam will be transferred to the final exam and the final exam will be cumulative, that is, contain questions from the material relevant for the midterm and the material relevant for the final exam.

For **students missing the final**, please see under "Deferred Standing" at the end of the course outline.

**V. COURSE INSTRUCTOR / CONTACT:**

**Instructor**:

Dr. Andreas Strebinger

strebing@yorku.ca

Office: no office time until further notice, due to COVID 19

**Online Meetings** with groups or individuals: Anytime after prior appointment by e-mail to strebing@yorku.ca. Please send me your **request for an appointment** at least 2 business days before the day for which you want to make an appointment.

**Marker**

TBA

**Email Communication with Instructor and Marker**

For efficient communication, please regularly check your official YorkU email address. Contact helpdesk@yorku.ca if you incur technical issues with your YorkU email. We normally reply to e-mails within 2 business days.

Due to the large number of emails we receive during terms, we can unfortunately cannot reply to

* **e-mails which do not include basic info about yourself**, that is, the course number, your full official name (plus any alias you use), in case of group questions your group name and number, in case of administrative questions your student number.
* e-mails asking **questions which have been answered** by the course outline, other material posted on the course website, and previous email broadcasts to the class. Please check these sources first and, if you missed a class, ask your peers for their notes.
* **last-minute e-mails** sent to us the night or on the weekend before the due date of an assignment. Please plan your assignment work in a way that you know for what questions you need our support well ahead of time and send your questions at least 2 business days before the time you need the answer.
* **requests to change the grade component weights for you, increase your grade on an exam or assignment without an appropriate academic rationale or give you a make-up assignment**. We cannot and will not increase an exam or assignment grade for non-academic reasons or give you a make-up assignment. Non-academic reasons include, for example, that you would need a certain grade to stay in the program, for a job application, as well as life problems like a separation, strict parents etc. "Academic reasons" means that you have to provide academic evidence (textbooks, scholarly journals etc.) that your exam answer or assignment work was correct and incorrectly graded as wrong by us.

If your email does not fall in one of the above categories and we did not reply to you after 2 business days, please resend the email to me, including the header of the first time you sent it such that we can see when you sent it and give it priority ranking.

**VI. EXPANDED COURSE DESCRIPTION:**

**Exams**

For the exams, you need to know

* all slides and explanations presented by me in live Zoom classes and recorded lecture;
* all short cases presented and discussed in these classes and lectures;
* the respective chapters from the textbook (only the pages indicated as "to be prepared" under "Organization of the Course") for the classes indicated as relevant for the respective exam;
* the content of any guest talk/s which took place in the classes relevant for the respective exam are also relevant for it. This includes the presentation of the librarian.

You will have to take **comprehensive notes** **during both online and live zoom classes.** Otherwise you will very likely do poorly on the exams.

There will be a Q&A forum on the course website where you can post questions on the material relevant for the exams. Questions have to be posted two business days before an exam to receive an answer before the exam.

For those students who wrote the midterm, the **final exam** covers **only the material not covered by the midterm**. That is, in the final you will not be asked any specific questions regarding the material which was relevant for the midterm. You will, however, have to be familiar with the terms and concepts you learned for the midterm to the extent they form the basis for concepts covered after the midterm.

Exams will take between 1 and 2 hours and take place in the form of **Timed Moodle Online Exams**. Please note:

* Latecomers will not receive extra time. Start and End Times indicated will always be Toronto time (EDT) for all students, regardless of their current location.
* Students who have submitted a letter of accommodation issued by Student Accessibility Services to strebing@yorku.ca by one week before the exam will be assigned the appropriate extra time by the system.
* Please prepare following this checklist <https://lthelp.yorku.ca/quizzing/best-practices-for-a-successful-online-quiz> and check your browser and browser settings well ahead of time: <https://lthelp.yorku.ca/getting-started-with-moodle/recommended-browser-settings>.
* Following YorkU recommendations to uphold academic integrity of online exams, the questions will be presented **sequentially and shuffled**. That is, you will have to answer questions one after the other, without the opportunity of going back and change your answer, once given. Also, they will be presented in random sequence such that each student sees them in a different order.
* Exams will be open book, that is you can use all slides, all course material, and notes during the exam.

Exams may be accompanied by online proctoring which may require a webcam.

**Group project**

Groups comprise up to 10 members. You will be assigned to a group by the day of the second class, after which you will be able to see the members of your group under “participants” on the Moodle course website. You will then have to get in touch with your group members immediately. It is your responsibility to actively seek contact to other group members and respond within two business days to their communication

Your group project will result in a group report (two parts) containing a marketing plan. Please see the group-work guidelines for specific instructions and this course outline for due dates.

Group reports have to be handed in electronically on Moodle by one student of the group on behalf of the whole group.

Group work guidelines will be available online in time on the course website.

**Penalties**

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|  |  |
| Late Handing-In of Group Project Idea Form (GPIF) | 1.5 percentage points of the grade for Report Part 1 per day commenced (up to a maximum of 15 percentage points) |
| Late Handing-In of a Group Report Part | 10 percentage points of the grade for the report part per day commenced (no maximum deduction). If you hand in your group report in hard copy, but not electronically on Moodle (or vice versa), penalty will be 5% points of the grad for the report part per day commenced (no maximum deduction). |
| Handing in of multiple documents per group  | 1 percentage point penalty per extra copy applied to the grade of the group report part. |

Note that the fact that some group members are not reachable (which unfortunately is common in the beginning) is no excuse for late handing-in of the GPIF as long as a minimum of 5 group members are available to contribute.

Groups submitting clearly incomplete GPIFs will be regarded having made no submission. Similarly, GPIFs which propose a project which after 5 minutes of Googling is clearly detectable as non-original by the standards of the group work guidelines and as discussed in class, or which are clearly and predominantly B2B projects, will be considered non-submissions, with appropriate penalty. “Normal” revisions of ideas requested by the marker which just require some adaptation or clarification will not carry a penalty, if re-submitted in time with the issues fixed within the time The deadline for handing in the revised GPIF will be communicated in the reply email to your initial submission. Usually you will have two business days for a revision. 3 business days to the marker. Thereafter, above penalties again start to apply.

Examples:

* You hand in your Group Report Part 2 two days late. You originally would have gotten a 70% on this report part. Your grade for Group Report Part 2 after penalty will be 50% (70%- 2 \* 10%).
* You hand in your Group Project Idea Form ten days late. You originally would have scored 70% for Group Report part 1. Your grade for the Group Report part 1 after penalty will be 55% (=70% - 10\* 1.5% = 55%).
* Different members of your group hand in a total of 2 documents (the same or different ones) on Moodle for the same report part. You originally would have scored 70% for Group Report part 1. Your final grade for the Group Report part 1 will be 68% (=70% - 2\* 1% = 68%).

"Per day commenced" means that you get the penalty for one day even if you are just a few minutes past the deadline.

Illness or religious observance of individual group members on or immediately before due day are, other than under exceptional circumstances, no valid reasons for late-handing in of group work. As in real life, you will have to plan your group work ahead of time in a way that allows for individual members to be ill or unavailable close to submission date, and include sufficient time in reserve for such cases.

**Peer Evaluation**

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 student will submit a confidential peer evaluation evaluating the contribution of all other member in her/his team to the group work. The peer evaluation is due within one business day of the due date for Part 2 of the report. Peer evaluations are confidential.

For students who do not submit their peer evaluation in time, a rating of equal contribution of all group members will be assumed and used for calculation. Please do not submit your peer evaluation early (that is, before all your group work is completed). Peer evaluations, once submitted, cannot be changed or revoked by the student.

A student's personal grade for the team project will be determined by multiplying the group grade for each group work component by the number of students in the group and distributing these grades according to the peer evaluation scores received. This means that team members with an above average contribution according to their peers will receive group-work grades which are higher than the original group-work grades assigned to each group-work component, while team members who contributed below average according to their peers will receive group-work grades lower than the original group-work grades for each group-work component. In case that a group member did not, according to the rest of his/her group, contribute to the group work at all, s/he will receive a grade of 0% on all group work grade components.Maximum increase for individual group work grades due to peer evaluation is 10 percentage points added to the original grade for a group assignment.

Note that based on past practice of the School, peer evaluations cannot be challenged by students affected, that is, whatever evaluation you receive from your peers will go straight into your grade.

It is part of the learning goals of this class that you practice organizing team work and handling issues within a team. The instructor and the marker will therefore not interfere with the working of groups, request or look at within-group communication, or assist in handling issues within the group except for extraordinary circumstances.

**Attendance and participation**

**Attendance** will be recorded by Zoom for each Live Zoom class. Please sign in registered. While there is no formal weight given to attendance in the overall course grading, failing to attend classes with group work components will be an important factor determining the size of the adjustment of the group work grade for a particular group member if (and only if) the evaluation by the peers indicates a lack of contribution by this group member.

While there is no formal bonus for participation (be it in class or online), **participation** is taken into account, among other things, in the decision whether or not to round up your grade, in case you are close to a higher overall course grade. If you contribute questions or statements in live Zoom classes or to the discussion forum on Moodle, this is counted as a participation.

**VII. ORGANIZATION OF THE COURSE:**

This **blended course** will consist of live Zoom classes and online classes. For the online classes, one or more recordings will be posted on Moodle by the day indicated in the schedule below.

Do not use old recordings (from previous terms), as I regularly adjust and update the content in significant ways relevant for the exam.

Please prepare the respective slides and chapter(s) of the textbook for each class. For class 1, you also have to prepare this course outline. For class 2, please also prepare the group-work guidelines.

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| **Class** | **Day and Time** | **Lecture Topic** | **Chap- ters** | **To be prepared** |
| 1 | Wed, Sept 9, 4 pm to 5:30 pmPosted by September 9 | ***Live Part of the class (Zoom)***Overview of the course***Recorded Lecture*****Introduction** Marketing: The Art and Science of Satisfying Customers | 1  | Course Outline and pp. 2-27  |
| 2 | Wed, Sept 16, 4 to 6 pmPosted by September 16 | ***Live Part of the class (Zoom)***Creating a Marketing PlanGroup Formation; Group Breakout Sessions (time permitting)***Recorded Lecture***Strategic Planning | 2  | pp. 32 – 55 and Group-Work Guide­lines |
| Tues, Sept 22, 11:30 am | **Send your** **Group Project Idea Form** by e-mail to email address(es) indicated on the form  |
| 3 | Wed, Sept 23, 4 to 5:30 pmPosted by September 23 | ***Live Part of the class (Zoom)***General Feedback to the Group Project Forms; Group Breakout Sessions (time permitting)***Recorded Lectures***The Marketing EnvironmentYork's Library Resources for a Marketing Plan (Online Recording by Stephanie Quail, York Library) | 3 | pp. 60 - 90 |
| 4 | Wed, Sept 30, 4 to 5:30 pmPosted by September 30 | ***Live Part of the class (Zoom)***Practice: Marketing Environment; Group Breakout Sessions ***Recorded Lectures***Consumer Behaviour | 5 | pp. 126-151 |
| 5 | Wed, October 7, 4 to 5:30 pmPosted by Oct 7 | ***Live Part of the class (Zoom)***Market Segmentation, Targeting, and Positioning (Part 1)Outlook on MidtermPractice: SWOT***Recorded Lectures***Market Segmentation, Targeting, and Positioning (Part 2) | 9 | pp. 244 - 271 |
| Oct 10 to Oct 16 | Reading Week |
| 6 | Wed, Oct 21, time TBA (probably 5:30 pm to 7 pm)Posted by October 21 | **Timed Moodle Online Midterm Exam Midterm** Relevant: Classes 1 to 5***Recorded Lectures***Products & Service Strategies | 10 | pp. 274-299 |
| 7 | Wed, October 28, 4 to 7 pm | ***Live Class (Zoom)***Brands & Product StrategiesGroup Breakout Sessions  | 11 | pp. 304-327 |
| Saturday, October 31st, 5 pm | **Hand in Group Report Part 1** electronically on Moodle  |
| 8 | Wed, Nov 4, 4 to 7 pm | ***Live Class (Zoom)***Marketing ChannelsBriefing Group Report Part 2Possibly Guest Speaker | 12 | pp. 330-346 |
| 9 | Wed, Nov 11, 4 to 5 pmPosted by Nov 11 | ***Live Class (Zoom)***Practice and Group Breakout Sessions***Recorded Lecture***Integrated Marketing Communications (IMC) and Advertising | 14 | pp. 394-429 |
| 10 | Wed, Nov 18, 4 to 5 pmPosted by Nov 18 | ***Live Class (Zoom)***Practice and Group Breakout Sessions***Recorded Lectures***Digital Marketing | 4 | pp. 94-122 |
| 11 | Online Class, posted by Nov 25 | No live part. Zoom group meetings on request (during the 4 to 7 pm time slot)***Recorded Lectures***Personal Selling: The Sales Process and Managing SalesPricing | 1516 | pp. 445-457pp. 472-510 (except 'price quotations': pp. 491-496) |
| 12 | Wed, Dec 2, 4 to 5:30 pmPosted by Dec 2 | ***Live Class (Zoom)***Outlook on Final ExamPractice and Group Breakout Sessions***Recorded Lectures***Marketing Research, Decision Support Systems, and Sales Forecasting | 8 | pp. 216-240 |
| Saturday, December 5, 5 pm | **Hand in Group Report Part 2** on Moodle and in hard copy at ATK282Provide **Peer Evaluation** within one business day after deadline for submission of the report |
| TBA (in exam period) | **Final Exam**Relevant: Classes 6 to 12 |

Please respect the privacy of those involved in the class and the copyrights of your instructor(s). Online lectures are copyrighted and all recordings, including recordings of Zoom live classes, are confidential. They are not to be passed on to anyone not enrolled in the course, posted anywhere else, or used for purposes other than studying for this course. Failure to comply with these restrictions may be prosecuted to the full extent of the law.

**VIII. COMMUNICATION**

It is every student's responsibility to

1. make sure that **Moodle has a working email** of you in the system.
2. make sure **that Moodle notifications are not disabled** and do not end up in a spam folder.
3. **access the Moodle course website regularly** (at least once a week).
4. make sure that you **receive and read all Moodle broadcasts** on this course.
5. be **available for and responsive to emails from other group members** (and other ways of communication agreed upon in the group). This should typically happen **within 48 hours.** If you choose to not disclose your email on Moodle (not even to your group members), it is up to you to suggest and implement an alternative method of communication which is acceptable to everybody else in the group.

Students who do not meet these responsibilities will unfortunately face adverse consequences due to missing important information broadcasted to the class and low peer evaluations with correspondingly low group-work grades.

**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>. As communicated to the University community on March 13, 2020, Senate Executive has agreed **to waive until further notice the requirement for students to submit an Attending Physician’s Statement in support of a request for deferred standing or petitions.** Note that registration and application for deferred standing is still required in order to avoid a grade of zero on the final exam. Please go to <https://sas-app.laps.yorku.ca/> for registration and information on the process. Note that the old deferred standing registration website (<http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>) is not longer valid.

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 duration of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book.

**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>

**Grades Release Dates (Grade Reports and Transcripts):** Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar’s Office.

**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.