

**Faculty of Liberal Arts & Professional Studies  
Applied Marketing Management  
AP/ADMS 3220 Section A Fall 2020**

**COURSE OUTLINE- Updated version**

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**Course instructor:** Pilar Carbonell-Foulquie

**Email address:** [pilarc@yorku.ca](mailto:pilarc@yorku.ca)

**Office hours:** The instructor is pleased to meet with students via Zoom after each class (2:30-3:00 pm) or at other times by mutual agreement. Office hours have to be scheduled 24 hours in advance.

**Times and locations:** Class meets on Tuesdays 11:30-2:30pm on the Zoom online platform. Note that this is an online, synchronous course. This means that we will meet each Tuesday at 11:30 online using the Zoom platform to review and discuss the course material and complete several learning activities. There is no opportunity to engage in this course other than at the same time as all other students. The entire course, including the submission of assignments, participation/discussion and test-taking, will take place on the course's eClass site and the Zoom platform, as mentioned above.

**Course webpage:** See eClass: <https://eclass.yorku.ca/eclass/my/>

**Technical requirements for taking the course:**

In this course, students will use eClass and Zoom to interact with the course materials, the course instructor, as well as with one another. Please 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 eClass](#).

To participate fully in the course, students will need a computer with a camera and a good microphone. If your computer's microphone or soundboard doesn't produce sufficient audio output, you may wish to obtain an external microphone to plug into the computer to ensure that you can be heard when you communicate with the class. It is expected that cameras will be turned on during the class and that students will thus be visible to one another and the course instructor throughout the class. Class participation is an important component of this course. It is expected that students will be audible when participating. The chat function in Zoom will also be available for class participation.

Finally, students will need a stable, higher-speed Internet connection with sufficient bandwidth to enable videoconferencing such as on the Zoom platform. If you are unsure about the bandwidth of your Internet, please run a speed test using Ookla or a similar app.

Here are some useful links for student computing information, resources and help:

[Student Guide to eClass](#)

[Zoom@YorkU Best Practices](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

[Student Guide to eLearning at York University](#)

Here is a link to the [Speedtest app for Internet speed performance testing](#)

### **Expanded 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 solutions to real-world situations. Course components include situation analysis, segmentation, targeting, positioning, marketing strategies, evaluation and control. Assignments include creating a real-life marketing plan for a for-profit or not-for-profit organization.

### **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.

### **Course objectives and learning outcomes:**

This course will help you to:

- Understand and apply basic principles and concepts of marketing planning.
- Analyze marketing problems and/or opportunities.
- Explain the way in which markets and the general environment affect marketing decisions.
- Identify reasonable strategies or programs in the areas of segmentation, targeting, positioning, product, pricing, communications, distribution and customer management.
- Select the best marketing strategies and develop an approach to implement it.
- Communicate more effectively (orally and in writing) in a business context.

### **Course readings**

A e-coursepack containing the course required readings and cases has been created with Harvard Business Publishing for students' purchase. Here is the link to the HBP coursepack:

<https://hbsp.harvard.edu/import/741283>

### **Course evaluation**

The makeup of the final course grade will be as follows:

Class participation	13%
Case submissions	12%
Final examination	25%
Marketing plan group project	50%

There is no mid-term examination in this course.

### **Class participation**

Class participation is essential for learning processes. Class participation is not about attendance, but rather about your contribution to in-class learning activities and discussion. There are two main components of class participation: lecture participation and case participation.

*Lecture participation:* Students are encouraged to review the reading material assigned for each week before class and demonstrate their knowledge by contributing to the in-class discussion of theoretical concepts and participating in in-class activities, polls and quizzes.

*Case participation:* Case studies play a very important role in this course. During the term, students will analyze and contribute to the discussion of six marketing cases. The schedule for the case discussions is posted on the eClass site. A typical case has 10-20 pages including exhibits, so to prepare for each case, set aside at least 3 hours. A good procedure to prepare a case for discussion is the following:

- First, read the case quickly to get an overview and understand the company, industry and exhibits.
- Next, read the case carefully to grasp the specific problems and decide what strategy or course of action should be adopted.
  - For each case, I provide a list of discussion questions. Responses to the case questions should be only based on the information provided in the case. No outside research is expected or required.
  - In analyzing a case, keep the marketing strategy framework (5Cs, STP & 4Ps) in mind. It can help you think systematically about the case you are analyzing.
- Finally, make a sheet of notes with your answers to the discussion questions and suggested solutions and bring it to class. You can refer to it when you are asked during the case discussion.

Participation will be evaluate based on quantity and quality of comments; demonstrated knowledge of readings and case material and active listening and engaging with others. High-quality contributions include:

- Starting the discussion in a useful way,
- Redirecting the discussion to valuable areas,
- Abstracting learning points,
- Sharing calculations,
- Participating in special presentations, and

Participation will be assessed weekly on a 0-3 scale, where 0 indicates absent or did not participate and 3 denotes excellent participation.

### **Case submissions**

For each case, students are expected to submit their answers to a selected number of discussion questions. These questions are identified on the course eClass site. Deadline for these assignments is 10:30 a.m. of the day in which the specific case will be discussed. No deadline extensions will be granted.

This is an individual assignment and thus students are encouraged to work alone. No collaboration or group work is allowed. Any indication of collaboration or other forms of academic dishonesty or plagiarism will be dealt with accordingly.

### **Final examination**

The final exam will consist of a mix of applied and theoretical short questions and/or a case study. This exam is cumulative and thus will cover all material presented and discussed during the semester. The final examination will take place on Nov 24 2020.

### **Marketing plan project for a real-life organization**

Students, working in groups, will develop a comprehensive marketing plan for actual client organizations. Two organizations will be working with the class over the Fall 2020 term. These organizations have real concerns and are keenly interested in the outcomes delivered by the students. The project briefs submitted by the participating companies will be posted in the course eClass site in advance of the commencement of classes.

Students are encouraged to read the project briefs submitted by the participating companies and sign up on the eClass site for the group/company of their choice before the first day of class. No changes in group composition will be permitted once the groups are formed.

There are several milestone assignments for the group project. For further information on these assignments and due dates, download the document entitled “Group Project – Marketing Plan”, which is posted on the course eClass site, under Week 1.

### **Peer evaluations and team grades**

Empirical evidence shows that achieving a high level of group performance requires effective teamwork and input from all individual group members. However, past experience tells us that groups are subject to the issues of free riders if there are no mechanisms in place to motivate group members to contributing their knowledge and time. Accordingly, individual grade for the group project will be based on peer evaluations. Twice during the semester students will have an opportunity to rate their team members in peer reviews and this will be used to adjust the individual's grade relative to the group. As a result, all team members may not receive the same grade for the project assignment. So work hard to get along, achieve the project objectives and do what is expected of you – which is a lot like the business environment. More about peer evaluations on the group project document.

### **WEEKLY SCHEDULE**

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

### **COURSE AND UNIVERSITY POLICIES**

**Zoom attendance:** It is strongly recommended that students attend all Zoom classes 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.

**Late 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 case submissions; late submissions will not be accepted.

**Participation grades:** When a case is assigned, participation grade will be mostly based on student's contribution to the case discussion. Furthermore, under normal circumstances, participation grades for each case will be posted on weekly basis. Students are expected to check their participation grades on a timely basis and bring any issues to my attention within a week of the specific lecture. Participation grades will only be discussed within a week of the specific lecture. Students who wish to have their participation mark reviewed should include in their email request a brief but specific statement regarding what they contributed during that class (e.g., "When asked what factors accounted for the success of Starbucks, I said . . .", "I volunteered for the in-class presentation on . . .", "When the instructor asked the class X, I responded Y). Vague and unspecific descriptions of one's participation will not constitute grounds for reconsideration of the original participation grade.

**Missed class:** Students with legitimate reasons to miss a class will be given an opportunity to make up for lost participation marks by submitting the answers to all the assigned work they missed within a week of the missed case. Contact professor for further details. 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). From Monday to Friday, students will normally receive an answer to their emails within 24 hours. Emails received during the weekend will be answered by the following Monday.

**Deferred standing:** 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. DSA Form: [http://www.registrar.yorku.ca/pdf/deferred\\_standing\\_agreement.pdf](http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.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 via email ([apsas@yorku.ca](mailto:apsas@yorku.ca)) providing your ticket number and attaching the DSA form. The DSA 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.

**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](#) 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](#).

**Turnitin:** To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course eClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

**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.

**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>

**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://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2019-2020>

**Important LA&PS course policies:** Please refer to the course eClass site for information on LAPS policies on intellectual property, accessibility, zoom meetings, student conduct and academic integrity