

COURSE:

AK/ADMS 2200 S Introductory Marketing

ADDITIONAL REQUIREMENTS:

None

REQUIRED COURSE TEXT / READINGS:

Lamb, Hair, McDaniel, Boivin, Gaudet, Shearer: MKTG (Fourth Canadian edition); Nelson

TIMES AND LOCATIONS:

Please note that this is a course that depends on remote teaching and learning. There will be no in-person interactions or activities on campus.

There will be material (slides, readings, and videos) provided for you to study at your convenience, but there also will be real-time (synchronous) sessions as well as timed exams and quizzes. Synchronous sessions will be generally held at the time scheduled for the course – **Fridays, 2:30 pm**. A detailed schedule will be provided at the beginning of the class.

TECHNICAL REQUIREMENTS FOR THE COURSE:

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which you will interact with the course materials, the course director, as well as with other students. This means that you need a reliable Internet connection to complete class activities.

You 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](#).

WEIGHTING OF COURSE:

Midterm (individual) 30%
Class quizzes (individual)..... 10%
Numerical quiz (individual) 10%
Group Project 30%
Final Exam (individual) 20%

COURSE INSTRUCTOR / CONTACT:

Alexander Rusetski, PhD

Associate Professor of Marketing

Phone: (416) 736-2100 x 30591 (not accessible during the pandemic)

Office: Atkinson 237 (closed)

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

Course consultation hours: By appointment via Zoom

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 Marketing Environment **(CQ1)**
- Class 3 Understanding Consumers **(CQ2)**
- Class 4 Segmentation, Targeting, Positioning **(CQ3)**
- Class 5 Product and Service Strategies **(CQ4) (Part 1 of the Project is due)**
- Class 6 **Midterm**
- Class 7 Pricing **(CQ5)**
- Class 8 Marketing Channels and Retailing **(CQ6)**
- Class 9 IMC and Advertising **(CQ7)**
- Class 10 Digital Marketing **(Numerical quiz)**
- Class 11 Personal Selling and Promotions **(CQ8) (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 with 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:

Communication:

The preferred mode of communication is e-mail. I usually answer my e-mails within 24 hours. **I will NOT answer e-mails begging for higher marks.**

If you need to speak with me, you are welcome to sign up for virtual office hours on Moodle or request a meeting via Zoom or other platforms.

Tests Information:

Both exams will be offered via Moodle in real-time. Make sure to be at your computer at the scheduled time.

The final exam is not cumulative and only covers the material after the midterm.

Class quizzes (8) will be offered during synchronous sessions starting the second week of classes and will include 5 multiple-choice questions concerning the class topic.

The *Numerical Quiz* will be based on the assigned readings and will include calculation questions.

Group Project (detailed outline posted on Moodle)

- 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 complete 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 presentation should be in the form of multimedia recording and can include videos, narrated slides, or any other communication media. The presentation will be marked both on creativity and content.
- D. 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 on the course web page. You can e-mail the form to me. These forms are confidential and the information on them will not be shared with anyone.

- E. 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.

Course Policies

Class recordings

- 1) the recordings should be used for educational purposes only and as a means for enhancing accessibility;
- 2) students do not have permission to duplicate, copy and/or distribute the recordings outside of the class (these acts can violate not only copyright laws but also [FIPPA](#));
- 3) all recordings of live class sessions will be destroyed after the end of classes.

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 an 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 a 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. In order to apply for deferred standing, students must register at <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. Write your ticket number from the online registration system directly onto the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam and emailed to apsas@yorku.ca.

These requests will be considered on their merit and decisions will be made on a case by case basis. Decisions will be made available by logging into the following link: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. No individualized communication will be sent by the School to the students (no letter or e-mails).

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 Student Accessibility Services (formerly known as Counselling and Disability Services) website at <https://accessibility.students.yorku.ca>

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.