
Instructor: Hyunwoo Lim, PhD
Class Meetings: Friday, 11:30 – 14:30 (Remote Delivery, Synchronous Communication)
Course Website: The course website will be managed using eClass. Be sure to check your e-mail & eClass 3-4 times per week
Office Hours: Friday 14:30 or by appointment
E-mail: hlim@yorku.ca – Send Emails as such: Subject: “ADMS 2200 I - ____”
Teaching Assistant: Jieun Shin, jieuns@yorku.ca

I. COURSE OVERVIEW

Course Description

This course covers the fundamentals of marketing theory, concepts, and management applied to marketing's strategic role in meeting customer needs, products (goods and services), price, promotion, distribution, consumer behavior, segmentation, targeting, positioning, ethics, and research. The course utilizes lectures, oral and written work, and a marketing plan.

Required Materials for Course

Required Textbook:

[Marketing – An Introduction](#), Armstrong, Kotler, Trifts and Buchwitz, 7th Canadian Edition
(ISBN: 9780136964124©2021 • Pearson Education Canada)

Marketing Lab Software is NOT required.

Slightly older editions of this textbook can be imperfect but acceptable substitutes.

Note: You must complete the reading assignments thoroughly *before* class on the day shown in the schedule, which is on the following pages. We will not cover all the text material in class; often, our class time will be used to examine material that supplements and enriches the material found in the textbook. You are expected to know the assigned textbook materials for the class discussions and exams.

Course Format

The course format will be a combination of lecture, class discussion, and self-/group-assessments. The emphasis on class discussion and practical application requires each student to take responsibility for reading and processing the text material *before* coming to class. What you learn in this class is directly related to the amount of energy you put into the activities. **Please be aware that students are responsible for all announcements made in session, even if not in attendance.**

II. GRADING

Your final course grade will come from a combination of exams, assignments, a group project, and in-class participation.

<u>Item</u>	<u>% of Grade</u>
Midterm Exam	36 %
Final Exam	36 %
Group Presentations (Week 12)	8 %
Group Written Papers (Week 12)	20 %

Exams

There will be a midterm exam and a final exam that tests students on everything they have learned throughout the semester. Exams will cover a combination of text materials, lectures, and class discussions. Exams will consist of multiple-choice questions. The best way to prepare for these exams is to do the assigned readings before coming to class, attend classes, actively participate in class discussions, and take the right notes. Reasons other than duly authenticated illness and bereavement are not acceptable justifications for failure to appear for examinations. You must advise the instructor in advance if unable to appear for a test. For a medical emergency, students are required to submit the Attending Physician's Statement (or an equivalent document) to the instructor within five business days from the date of the exam. Attending Physician's Statement form can be found: <http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf>

Note there is a limitation of one calendar week for queries on grading following an examination's return. When a request for re-grading is received, the entire test will be re-marked. The new grade may be higher, the same, or lower.

If a student misses the midterm exam with a legitimate reason defined by the university policy, the weight on the midterm exam will be rolled over to the final exam. Otherwise, the student will get a zero for the midterm exam.

Suppose a student misses the final exam with a legitimate reason defined by the university policy. In that case, the student must report to the instructor AND apply for a deferred exam request through SAS Deferred Exams Online Request System <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>, within five business days from the date of the exam. Otherwise, the student will get a zero for the final exam.

Marketing Plan

- Teams (4 - 6 people per team) will be assembled to work together on a project throughout the semester. Please select a product from a [crowdfunding](#) site and create a comprehensive marketing plan for the product. Teams will present their plans in class and submit a written report about the plans. The critical framework that needs to be included (but not limited to):
 1. Product Descriptions
 2. Core Competencies (how it plans to achieve a sustainable competitive advantage)
 3. Target Market
 4. Competitors in the Market
 5. SWOT Analysis

6. Marketing Mix

- (1) Product Strategy
- (2) Distribution Strategy
- (3) Promotional Strategy
- (4) Pricing Strategy

- Feel free to use any marketing strategies and tactics discussed in the class or the textbook, e.g., Marketing Strategy – Strategic Planning, Integrated Marketing Communications, Advertising, Personal Selling, Sales Promotion, Consumer Behaviour, Serving Global Markets, Segmentation, Targeting, Positioning, and so on.
- Must provide the crowdfunding site URL of the product

a. Team Formation

Imagine that you become a member of a marketing task force team for setting up a marketing plan for the product you selected. Like a real professional career, imagine that a company assigns your team members: your team members may have different backgrounds, and some of them may be more (or less) experienced. Your goal is to lead this team to provide a promising outcome. In this case, prepare a successful marketing plan, present your team's work and submit a complete marketing plan report. Considering our imaginary but realistic setting, groups are randomly formed by the instructor at week 3. If you have classmates to be assigned to the same team or any concerns regarding the team formation, please contact the instructor before week 2. **In week 3, you will have a short first meeting with your team members in the class.** You will also have the contact information of all your members for smooth communications in the future. Once the team is assigned, no change can be made unless the team members' size drops (i.e., quit the job) to less than four. In such an exception, upon the consented request of all team members, the team would be rearranged (either be decomposed or merged to the other small teams, depending on how many groups need to be rearranged). Considering the progress of team projects (i.e., teams already have made some progress at some levels), teams cannot be changed no matter how many members remain in the team after the midterm exam. If a student must change to another team after the midterm (for example, only one student remains in a group), they should e-mail **the instructor**.

b. Group Presentations

- Each team will upload their presentation recording at week 12.
- Each team has 15 minutes time limit.
- Please upload your recording to **eClass** by 11:59 pm on the class day of week 12.
- Please rehearse to ensure time compliance.
- Make the presentation as attractive as possible. The instructor is very interested in learning and understanding something NEW.

c. Group Written Papers

- Please upload your written paper to **eClass** by 11:59 pm on the class day of week 12. (Late submissions will be heavily penalized)

- The paper should not exceed ten pages, including figures and tables. The reference pages are excluded from the page limit.
- Please be concise. The TA will grade your paper up to 10 pages ONLY.
- You may use point forms in your report.
- Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font, or equivalent is required. Properly acknowledge all material used in your report that is not your own.
- Please use in-line citations and include a list of sources cited. APA format is preferred. Regarding APA format, please refer to the following site: <http://researchguides.library.yorku.ca/styleguides>. For information from the internet, please provide the URL and the date accessed.

d. Peer Evaluation

- To ensure that each group performs effectively, each student will submit a confidential peer evaluation at the end of the semester to **the instructor**. For peer evaluations, students are asked to score each teammate on a 10-point scale. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, based on these evaluations. As an example, if a student's average peer evaluation is 7 out of 10, then his/her project score will be weighted by 0.7 (e.g. team score = 80, average peer evaluation = 7, then $80 * 0.7 = 56$).
- Each student needs to submit a confidential peer evaluation and/or supporting evidence by week 12, if necessary. Each person in the group should save files, e-mail exchanges or any other evidence that may be supportive in his/her cause. If **the instructor** does not receive any peer evaluation, you are assumed to assign 10 to all your teammates. (Late submission will NOT be accepted.)
- It is critically important at the outset that your group works together to avoid conflicts as the project progresses. If there are dynamic group issues, recognize them early and try to fix them ASAP. We must ALL learn to get along, be cordial and professional while working in a dynamic group environment. We may not always like our co-workers, but we ALL can be professional. Feel free to e-mail the instructor regarding any group issue.

III. TENTATIVE COURSE SCHEDULE

Sessions	Date	Topic	Chapters
1	September 10	Introduction	1
2	September 17	Marketing Strategy & Environment	2,3
3	September 24	Information & Consumer Behaviors	4,5
4	October 1	STP & Products	6,7,8
5	October 8	Midterm Exam	
6	October 22	Pricing	9
7	October 29	Place (Distribution)	10,11
8	November 5	Promotion	12,13,14
9	November 12	Global Marketing & Sustainability	15,16
10	November 19	Final Exam	
11	November 26	Final Presentation Practice	
12	December 3	Final Project Due	

IV. IMPORTANT INFORMATION REGARDING REMOTE DELIVERY

Technical Requirements for Taking the Course

Students are required to participate in class through video conferencing, e.g., Zoom. In addition to the stable, higher-speed Internet connection, students will need a computer with a webcam and a microphone and/or a smart device with these features. Here are some useful links for student's computing information, resources, and help:

[Student Guide to Moodle](#)

[Zoom@YorkU Best Practices](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

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

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run.

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.
- **Students are expected to attend each of the virtual classes through Zoom in eClass (Authenticated Zoom ID login).** According to the registrar's office schedule, the entire course will be run synchronously except for midterm and final exams.
- Midterm and final exams will be scheduled by the SAS office. The date and time will be announced through eClass.

Virtual Office Hours

- Feel free to ask any questions before, after, or during each class.
- If a student wants to talk to the instructor privately, please e-mail the instructor and set a time.

Recording Policy

- To accommodate students who may be unable to attend live sessions, the instructor will record all live sessions and make them available on eClass for students' viewing unless there is an unforeseen technical difficulty. Please review the following policies
 1. The recordings should/will 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 will be destroyed after the end of classes.

V. ADDITIONAL POLICIES

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. Usually, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar's Office.

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 e-mailed 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:

<https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>

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/>

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form (or an equivalent document).

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: <https://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/>

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> and <https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2020-2021>.

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.