York University
School of Administrative Studies

LAPS/ADMS 2200
Introductory Marketing
This is an online course.

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Students who have not participated in their team project by week 3 will not be assigned a grade for the project. Groups will be assigned on the first week of class.

Course Format

Copies of lectures will be available on the eClass site...
I will be available 30 minutes before our regular class time using either through Zoom or in person.
This format is flexible, if we find after the first couple of classes that this format needs to be adjusted we will make changes.

Do Not Contact Any Companies

Course Information:

A. Prerequisites: There is no prerequisite for this course.

B. Enrollment: Please ensure that you are enrolled in this section of the course. If you have problems with your enrollment please contact the administrative office.

C. Required Text: MKTG: Principles of Marketing; 5th Canadian edition; Lamb, Hair, Boivin, Gaudet, Snow

D. Course 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 skills as it relates to marketing situations.
   c. To provide the student the opportunity to apply marketing concepts to real life marketing situations through the development and presentation of marketing plan with the assistance of team members.

E. Grade Determination:
    Midterms 20%
    Group Project 60%
        First submission 10%
        Presentation 10%
        Final Report 40%
    Final Exam 20%

Exam Information:

The midterm and the final exam are computer based. Each exam will consist of 100 multiple choice questions.

A. Midterm:
    a. The midterm consists of multiple-choice questions.
    b. This exam will cover all you have been asked to read, and anything discussed in the lectures up to and including the exam.
    c. If you miss the midterm exam for legitimate reasons – make arrangements with the professor.
    d. If you are making alternative arrangements to write the midterm you must inform the professor at least two weeks before of the exam.
B. Final Exam:
    a. The final exam consists of multiple-choice questions.
    b. If you are making alternative arrangements to write the final exam you must inform the professor at least two weeks of the exam.

Group Project

A. You will be assigned to a group. Groups are expected to meet in person or digitally.
B. Your group project consists of two parts: a written report and a presentation. The written report is worth 50% (10% for the first submission and 40% for the entire report) and the presentation is worth 10%
C. Each week one member of the group needs to submit the progress report. One report per week per group.
D. The written report consists of a marketing plan. The environmental and competitive analysis is due in week 5. The final report is due in week 11. The report is due at the beginning of class. You will be able make corrections and resubmit the first part of the report with the second part.
E. 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 form is provided on the eClass site in the form of a quiz. These forms are confidential and the information on them will not be shared with anyone.
F. 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.
G. The presentation will be submitted digitally for online courses. The presentation will be marked on creativity and content.

POLICIES AND PROCEDURES

Academic Honesty: The Code of Student Rights and Responsibilities governs student rights, responsibilities and conduct in this course. Plagiarism, cheating, misrepresentation of identity, falsification of results, improperly obtaining examination papers, submitting academic work twice for credit, and aiding or abetting any of these offences violates the legal/ethical standards of the University and is subject to severe penalties, including possible expulsion. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Copyright: A license with the Canadian Copyright Licensing Agency permits York faculty, staff and students to copy, in paper or electronic form, short excerpts from a copyright protected work for research, private study, criticism, review, news reporting, education, satire or parody in accordance with Fair Dealing Guidelines. "*Short excerpt*" means that the copy is either: 10% or less of a Work, *or* no more than: (a) one chapter from a book; (b) a single article from a periodical;(c) an entire artistic work (including a painting, print, photograph, diagram, drawing, map, chart and plan) from a Work containing other artistic works; (d) an entire newspaper article or page; (e) an entire single poem or musical score from a Work containing other poems or musical scores; or (f) an entire entry from an encyclopedia, annotated bibliography, dictionary or similar reference work, whichever is greater. Review copyright guidelines at: http://copyright.info.yorku.ca/fair-dealing-requirements-for-york-faculty-and-staff/.

Examinations and Assignments: Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an examination or meet deadlines. You must advise the instructor in advance if unable to appear for an examination and provide formal written documentation for any absence/delay. Only documentation from an attending physician will be accepted for medical conditions. Instructions regarding assignments will be distributed and discussed in class well in advance of due dates. There is a limitation of one calendar week for queries on grading following the return of an examination or assignment. When a request for re-grading is received, the entire examination or assignment will be re-marked. The new grade may be higher, the same, or lower.

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. In order to apply for deferred standing, students must register at http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf and submit a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) complete with a ticket number no later than five (5) business days from the date of the exam or deadline. Requests will be considered on their merits and decisions will be available at the following link: http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf. No individualized communication will be sent by the School to the students (i.e., no letters or e-mails). Students with approved DSA's will be permitted to write deferred examinations during the School's deferred examination period. No further extensions of deferred exams shall be granted. The format and 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. Any request for deferred standing on medical grounds must include an Attending Physician's Statement form; a "Doctor's Note" will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf
Attending Physician's Statement Form:
http://www.yorku.ca/laps/council/students/documents/APS.pdf

Peer Evaluation: To ensure that each group performs effectively and can draw on the full knowledge and effort of all team members, each student will submit a confidential peer evaluation at the end of the semester. Marks for group work may be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of these evaluations.

Class Preparation: The complexity and pace that topics will be covered implies that students who are absent or unprepared for class meetings will quickly fall behind. The prevailing expectation is always that students have read assigned materials prior to class and are prepared to discuss the major concepts/issues raised by the lectures and readings. Lecture notes, assignments, data sets and other teaching materials will be posted to Moodle regularly for download by students.

OTHER IMPORTANT YORK UNIVERSITY POLICIES

Academic Honesty (Senate Policy): The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Policy on Academic Honesty is an affirmation of the obligation for members of the University community to maintain the highest standards of academic honesty. As academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the responsibility of all faculty members to foster acceptable standards of academic conduct and of students 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 at:
http://www.yorku.ca/secretariat/policies/document.php?document=69

An interactive on-line Tutorial on academic integrity for students is available at:
http://www.yorku.ca/tutorial/academic_integrity/

Written assignments may be submitted to *Turnitin* to verify originality. Students should review York guidelines on the use of text matching services at: www.yorku.ca/academic honesty/students/tunitin-students.htm

Grading Scheme and Feedback Policy: The grading scheme shall be announced and be available in writing, within the first two weeks of class. Under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Terms, and 30% for 'full year' courses offered in the Fall/Winter Term shall be received by students prior to the final withdrawal date from a course. 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/secretariat/policies/document.php?document=86

In-Class Tests and Exams - 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 visit:

http://www.yorku.ca/secretariat/policies/document.php?document=141

For further information on examination scheduling and other important dates, please refer to:
http://www.registrar.yorku.ca/enrol/dates/index.htm
Reappraisals: With sufficient academic grounds, students may 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. A request for a reappraisal may result in the original grade being increased, decreased, or confirmed. For reappraisal procedures and information, visit the Office of the Registrar site at:
http://www.registrar.yorku.ca/grades/reappraisal/index.htm

ACCOMMODATION PROCEDURES:
Deferred Standing: Contact your home Faculty for information on how to apply for deferred standing. For further information, visit:
http://myacademicrecord.students.yorku.ca/deferred-standing

Senate Religious Observance Policy (Senate Policy): 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 (Senate 032). For further information on accommodation procedures required due to religious commitment, and the schedule of dates, please visit: http://calendars.registrar.yorku.ca/lectureschedules/fw03/dates/religious.htm

Academic Accommodation for Students with Disabilities: The nature and extent of accommodations shall be consistent with, and supportive of, the integrity of the curriculum and the academic standards of programs and 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 visit the Disabilities Services website at http://www.yorku.ca/cds/. 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 tests and examinations visit http://www.yorku.ca/altexams/. Students requiring special accommodations should advise the Course Director.