

**Faculty of Liberal Arts & Professional Studies
Applied Marketing Management
AP/ADMS 3220 Section A Fall 2022**

COURSE OUTLINE

Course instructor: Pilar Carbonell-Foulquie

Office: Atkinson 238

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Office hours: No specific teaching hours are required. The instructor is pleased to meet with students before or after class or at other times by mutual agreement.

Time: Wednesdays 4:00-7:00 pm

Course location: R S103

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

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 Material

An e-coursepack containing required cases studies and marketing readings has been created with Harvard Business Publishing (HBP) for students' purchase. Click [here](#) to purchase the required course readings and cases.

Course evaluation

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

Online Quizzes	10%
Case work	25%
Final examination	20%
Marketing plan group project	45%

There is no mid-term examination in this course.

Online Quizzes:

There will be a total of seven online multiple-choice quizzes posted on eclass, **starting on week 2**. Each quiz will be based on the reading materials assigned for the specific week. Quizzes will open 48 hours before their due date and you can do the quiz any time during this window. Information about the number of MC questions per quiz and time to complete the quiz has been posted on the course e-class.

- Latecomers will not receive extra time.
- Indicated start and end times will always be Toronto time (EDT).
- Late submission of a quiz after its due date will not be accepted. There is no replacement for a missed quiz and the student will receive a grade of zero in case of a late/no submission. All quizzes carry the same weight.
- Please prepare following the following recommendations
<https://lthelp.yorku.ca/quizzing/best-practices-for-a-successful-online-quiz>.
- 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.
- This is an individual assignment and thus students are expected to work alone.
- Final grade for this assignment will be calculated with the highest 6 quiz scores.

Case work:

There are 2 components in assessing case work namely, class participation and case write-ups.

Class participation:

Case studies play a very important role in this course and thus students are expected to actively participate in the in-class discussion of 6 marketing cases. The schedule for the case

discussions is posted on the eClass site. Class participation represents 50% of the case work's grade.

To prepare for in-class discussion, it is recommended that students read each case twice, once to get an overview of the company, industry and exhibits and a second time, to grasp the specific problems and decide what strategy or course of action should be adopted. Set aside at least 3 hours for each case.

Cases come with a list of questions that will guide the case discussion. To prepare these questions, students would need to not only read the case but also do the readings assigned for each week and integrate and apply this material to answer the case questions. During each case discussion, students will be tested on their knowledge of both the case and marketing readings.

Participation in case discussions will be assessed weekly using a 3-point scale, where 0 = absent or no participation, 1= limited contribution, 2= satisfactory contribution, and 3 = excellent participation. Keep in mind that not all comments are graded equally--one excellent comment earns more consideration than multiple average comments. Comments that are thoughtful, insightful, demonstrate preparation, show mastery of material, and/or enhance the learning environment for your classmates are especially valuable.

Case write-ups

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. There is a word limit of 250 word for each submission. Use your computer to total the number of words used in your assignment. Words beyond this limit will not be read or graded. Deadline for these assignments is 3:30 pm of the day in which the specific case will be discussed. Late submission will not be accepted. Case write-ups represent 50% of the case work's grade.

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. Submission of the assignment will be done through Turnitin.

Final examination

The final exam will consist of a case study for which students will be asked to answer a mix of applied and/or theoretical short questions. This exam is cumulative and thus will cover all material presented and discussed during the semester. The final examination will take place on the third last week of the term.

Marketing plan project for a real-life organization

Students, working in groups of 5-6 students, will develop a comprehensive marketing plan for an actual client organization. No changes in group composition will be permitted once the groups are formed.

Two organizations will be working with the class this term. These organizations have real concerns and are keenly interested in the outcomes delivered by the students. The project briefs submitted by these companies are posted in the course eClass site. Students are expected to review these briefs and indicate their preference for the company they would like to create a marketing plan for before the 1st day of classes. Preferences will be taken into account although

they are not guaranteed. Companies will be assigned on a first-come, first-time basis. Students who do not make a choice by the deadline will be randomly assigned to one of the two companies.

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 grades 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 grades relative to the group's grade. As a result, all team members may not receive the same grade for the project assignment. So, work hard to achieve the project objectives and do what is expected of you – which is a lot like the business environment. You can find more about peer evaluations in 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

Class attendance: It is strongly recommended that students attend all class meetings to ensure successful achievement of the intended learning outcomes. Attendance to guest speakers' 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 5% per hour late. There is no extension for online case submissions and online quizzes; late submissions will not be accepted.

Case participation grades: 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.

Group work: Zero participation in any of the group's assignments (including final presentation) will result in a grade of zero for the specific assignments.

Missed class: Students with legitimate reasons to miss a class will be given the opportunity to make up for lost participation marks by submitting a summary of the course material scheduled for discussion at that class (using a voiceover PowerPoint presentation) along with their answers to the assigned case or learning activities that they miss. Contact professor for further details. Absences should be communicated to the instructor prior to the class session if possible. You may exercise this option for only two missed classes.

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 (DSA) 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 <https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/>

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 may be required to submit their written assignments and exams 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://calendars.students.yorku.ca/2022-2023/religious-accommodation>

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

Academic Accommodation for Students with Disabilities: Please alert the Course Director as soon as possible should you require special accommodations. Provided that students have given sufficient notice about their accommodation needs, reasonable steps will be taken to accommodate these needs in a manner consistent with the guidelines established by York University. For more information, please visit Students Accessibility Services website at <http://www.yorku.ca/dshub/>

COVID: As part of York's Community of Care Commitment, all members of the York community share in the responsibility of keeping others safe on campuses. In this class, as elsewhere on campus, students must comply with all University health and safety protocols. Information about COVID-19 health and safety measures can be found on the [Better Together website](#).