York University
School of Administrative Studies
AK/ADMS 2200: Introductory Marketing
Winter 2022/2023

Course Director: Amanda Herold

Course Format and Requirements:
Presently, the course will be conducted online through mandatory Zoom lectures, pre-recorded learning modules, live office hours, and online exams.

This is subject to change based on the global pandemic.

More Information on connecting to Zoom:
https://lthelp.yorku.ca/connecting-to-a-zoom-meeting-for-students

Please see the Course Lecture and Assignment Schedule for required classes.

Students are encouraged to check announcements weekly in eClass for important course information and updates.

First day of class:
- **Introduction to the course and assignment to a project group.** Note, to facilitate group engagement and responsibility, students will not be added to groups unless they attend class.
- Groups are assigned at random by the Course Director and special requests for changes cannot be accommodated.

Email for Confidential Questions:
- Before emailing the Course Director, review the updated Read Me/FAQ document on eClass for common questions and answers.
- Please include the course name and your section letter in your subject line.
- I will reply Monday to Friday.
- Emails should be sent to herolda@yorku.ca

Class Materials
- Individual lesson modules will be posted weekly via eClass with activities to complement the learning objectives.
- Weekly Group progress reports will be monitored by the Course Director.
- The Course Director does not consent to distribute any course materials online, including lecture recordings, class activities, and all other educational materials created for this course. To do so is in violation of copyright laws and the Freedom of Information and Protection of Privacy Act .

Required Readings:
MKTG: Principles of Marketing; 5th edition; Lamb, Hair, McDaniel, Boivin, Gaudet, Snow.

The Course Director recommends you obtain a copy of this textbook and does not recommend other textbooks as a substitute for this course.

Course Objectives:
The increasingly global competitive landscape, the rapid pace of technological innovation, and growing customer expectations require companies to innovate and respond to the market effectively and efficiently.

Marketers help organizations create value for the business by strategizing and executing critical business functions and create value for the customer by understanding their needs and driving engagement.

This course's objectives are designed to:

1. Use the textbook and course materials to introduce Marketing academic theory, providing students with an understanding of Marketing's role within an organization.
2. Facilitate class engagement in real-life business scenarios to increase critical thinking skills so students are prepared to respond to Marketing situations.
3. Include a group project which requires developing a presentation and working in teams to develop soft skills employers look for when hiring Marketers.

Prerequisites: There are no prerequisites for this course.

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

Group Assignment: You must attend live lectures to be assigned to a group. If I have not assigned you to a group by week 3, you cannot fulfill the course requirements.

Grading:

Midterm Exam		**20%**
Group Project		**60%**
● Presentations		10%
● Part 1 Report	10%	
● Part 2 Report		40%
Final Exam		**20%**
TOTAL		**100%**

Midterm and Final Exam Information:

- The midterm and final exam each consist of multiple-choice questions.
- This exam will cover all you have been asked to read, and anything discussed in the online lessons up to and including the week before the exam.
- If you miss an exam for legitimate reasons – **contact the professor to inquire about arrangements immediately.**
- If you are making alternative arrangements to write the midterm you must inform the professor at least two weeks before the exam.

Group Project:
Group members are assigned randomly. Special requests cannot be accommodated.
Similar to working in the professional world, you cannot always choose your team and you must learn to build collaboration strategies and tactics.

Final groups will be assigned during live lectures, beginning in class 1. You must be assigned by week 3 or you cannot complete the course requirements.

Note: Please do not contact any companies for your assignment

- Your group project consists of two parts: a written report and a video presentation.
- The group project is a team effort and only the team members can determine each person's contribution to the team. Each member will complete an evaluation form indicating the contribution of their team members. The form is provided on the eClass site. These forms are confidential and the information on them will not be shared with anyone.
- 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.
- Please see the project outline and rubrics posted in eClass for more information on evaluation.

Late Policies:
All assignments are to be submitted by one group member through TurnItIn via eClass and received by 9:59pm EST of the project deadline, at which point the submission window will close. **It is recommended to submit by 8:00pm** to avoid challenges caused by internet connection issues. Late submissions will be penalized.

POLICIES AND PROCEDURES

Please be aware that any live Zoom meetings may be recorded by the Course Director and may be shared with the University. More information below:

Zoom Privacy Policy – https://zoom.us/privacy
Zoom privacy statement for Canadian customers – https://zoom.us/docs/doc/PIPEDA_PHIPA%20Canadian%20Public%20Information%20Compliance%20Guide.pdf
Zoom Security Information – https://zoom.us/docs/doc/Zoom-Security-White-Paper.pdf
Zoom Terms of Service – https://www.zoom.us/terms
Electronic Frontier Foundation – What you should know about online tools during COVID-19 https://www.eff.org/deeplinks/2020/03/what-you-should-know-about-online-tools-during-covid-19-crisis
Security Boulevard – Using Zoom? Here are the privacy issues you need to be aware of https://securityboulevard.com/2020/03/using-zoom-here-are-the-privacy-issues-you-need-to-be-aware-of/

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 eClass 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.