

Introduction to Marketing

ADMS 2200

Fall 2023

Course Information

Course Instructor: **Sheldon Koufman**

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Office Hours & Location: Online, By Appointment

Course Time & Days:

MON 11:30 to 14:30

Class Location: **CLH C**

Course Description

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.

Course Learning Objectives

By the end of this course, students will be able to:

- To provide the student with introductory theory as it relates to marketing and its components
- To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.
- To provide students with the opportunity to apply marketing concepts to marketing situations through the development and presentation of a marketing plan in group work.

Course Expectations

Professionalism is key in this class. All students/faculty are expected to come to class prepared, be engaged, and participate in learning, class discussions, and any activities. Please ask questions, share your opinions, tell us about your unique experiences as it relates to course content.

Course Evaluation

Assessment	Weight %
Mid-Term Exam	30%
Final Exam	20%
Term Group Assignment – Part 1	20%
Term Group Assignment – Final	30%
	100%

Late Work Policy

All assignment submitted late will be subjected to deductions of 20% per calendar day (including Saturday and Sunday) and will not be accepted after three calendar days at which point a grade of 0 will be assigned. A late group project will result in deductions to all group members, no matter who is at fault.

Missed Tests and Exams

If you miss the midterm exam for reasons acceptable by the school policies, the makeup midterm will be held within a week of the exam date – as scheduled by the faculty member

If you miss the final exam for reasons acceptable by the school policies, the makeup final exam will be held as per school policies in place, and its date will be announced accordingly through the school office.

Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

GRADE	GRADE POINT	PERCENT RANGE	DESCRIPTION
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Required Course Materials

Textbook: MKTG 5th Canadian Edition, Lamb et al, Cengage Publishing

- Option to purchase a hard copy or online version of the textbook
- Resource can be purchased at the [York University Bookstore](#)

Course Schedule

Week/ Date	Readings and Activities	Assessment Due Dates
Week 1 Sep 11	Course Introduction, Group Formation Chapter 1: An Introduction to Marketing Chapter 2: The Marketing Environment, Social Responsibility, and Ethics	

Week 2 Sep 18	Chapter 3: Strategic Planning for Competitive Advantage Chapter 4: Marketing Research and Analytics	
Week 3 Sep 25	Chapter 5: Consumer Decision Making Chapter 6: Business Marketing	Term Group Assignment – Part 1 Offering Proposal – DUE: Wednesday September 27 at 11:59 PM to eClass
Week 4 Oct 2	Chapter 7: Segmenting, Targeting, and Positioning Chapter 8: Customer Relationship Management	
Reading Week – No Classes October 7 to October 13		
Week 5 Oct 16	Chapter 9: Product Concepts Chapter 10: Developing and Managing Products	Term Group Assignment – Part 1 – 20% – DUE: Wednesday October 18 at 11:59 PM to eClass
Week 6 Oct 23	Chapter 12: Setting the Right Price Midterm Review Session (Q+A)	
Week 7 Oct 30	Mid Term Exam –11:30 AM to 1:30 PM Chapters: 1-10 and 12	30% In Class
Week 8 Nov 6	Chapter 13: Marketing Channels and Supply Chain Management Chapter 14: Retailing	
Week 9 Nov 13	Chapter 15: Marketing and Communications Chapter 16: Advertising, Public Relations, and Direct Response	

Week 10 Nov 20	Chapter 17: Sales Promotion and Personal Selling Chapter 18: Social Media and Digital Strategies Term Project Q+A (if required)	Term Group Assignment – Final – 30% – DUE: Friday November 24 at 11:59 PM to eClass
Week 11 Nov 27	Final Exam Review (ONLINE Drop in Class for Q+A)	
Week 12 Dec 4	Final Exam –11:30 AM to 1:30 PM Chapters: 13-18	20% In Class

Course Policies

All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Please also review the following course policies:

Academic Integrity

In this course, we strive to maintain academic honesty 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 honesty 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](#).

Previously submitted assignments will not be accepted.

Students must produce and submit original work. Submissions cannot include more than 10% quoted material. Critical thinking and analysis must be evident to support information that is quoted and presented.

All research used should be cited 'in text' as well as in the works cited section of the assignment. The choice of citation style is up to students; however, this style should be consistent throughout the assignment. Citation support is available here:

- [SPARK Student Papers & Academic Research Kit](#)
- [Chicago Style Overview](#), YorkU Libraries
- [MLA Style Overview](#), YorkU Libraries
- [APA Style Overview](#), YorkU Libraries
- [Drop-in Research Support](#), YorkU Libraries
- [Writing Centre](#)

Turnitin

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities 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. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with [Student Accessibility Services](#) to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified

in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), the [Senate Policy on Academic Honesty](#), and/or legal consequences for copyright violations.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on [Disruptive and/or Harassing Behaviour in Academic Situations](#), the [Student Conduct and Responsibilities](#), and the [Code of Student Rights & Responsibilities](#).

Netiquette for eClass

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the [Code of Student Rights and Responsibilities](#). Please review and familiarize yourself with behaviours that support "netiquette" in virtual classrooms by consulting the [Guide to Netiquette](#) and [Student Guide to eLearning](#).

Health and Safety

All York students and instructors share responsibility for the safety and well-being of the community while on York's campuses. Please continue to check [YUBetter Together](#) for info.

Student Supports and Services Health and Safety

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).

Term Group Assignment – Marketing Plan

In groups of 5, you will develop a new product/service/offering to be launched in the Canadian market. The Assignment is divided into **two parts** with **three deadlines**.

Term Group Assignment - Part 1: Proposal, External Environment Exploration, and Consumer Selection/Research (20%)

Proposal (mandatory, not graded, feedback provided):

Your first step in this project is to decide on what new/innovative offering you will launch in Canada. This offering could be for an already existing brand or a new one. For example: Maple Leafs Sports and Entertainment launching a new high endurance sport training program or a new cosmetics company launching lipstick for Filipino Canadians.

By the deadlines stated in the course schedule, you will upload the following to eClass:

- Product Name
- What does the product do and why is it innovative?
- What consumer market do you foresee this product to be successful in?
- Any ideas you have to market the product

This is not a formal submission and thus does not need to be written in report format. Simply answer the questions to receive feedback from your instructor. Based on your submission, your instructor may approve your idea or ask you to choose something new.

External Environment Exploration, and Consumer Selection/Research:

In this section, you will explore your external environment and its fit to your customer.

Section 1: Offering Synopsis (0.5 Pages max)

- Discuss what your idea is and what makes it unique
- Why inspires you about pursuing this offering?

Section 2: External Environment Exploration (1 to 2 Pages max)

- Conduct a SWOT analysis and any other form of analysis you believe would clarify the **external environment** of the industry
- What are your findings/insights/tensions?
- Be sure to explore qualitative and quantitative data points

- Qualitative example: what new political policies are in place in Canada that would support your growth?
 - Quantitative example: what is the year over year growth for the specific product category? Industry?
- Remember: A SWOT analysis is not complete unless you say, “So What?” Your insights are key here!
 - Is there anything that stands out for you?
 - Is there a trend in the industry that your product might fill?
 - Are there any recent market shifts that you can capitalize on?
- Based on the minimal page allotment, please place any figures, images, tables, or any other non-textually based components, into an appendix at the back of your report. This would include your SWOT.

Section 3: Understanding the Customer (2 to 3 Pages max)

- Describe your segmentation strategy. Are you targeting one group or more? What is your rationale for that?
 - The use of a segmentation grid may be useful to demonstrate the choices you have for segmentation
 - Psychographics? Demographics? Geographics? Behaviours? Etc.
- Ultimately, who is your Target Market (TM)? Describe them. Why were they selected?
- Why does your Target Market have a desire for your prescribed offering? What need/want does your offering help the TM solve.
- How will you position your offering? Explain it. Develop a positioning statement and a positioning grid. Why did you choose the axes of the positioning grid?

Part 1 Report Requirements

- 6 pages maximum, double spaced, 12-point font
- Maximum of 4 pages of exhibits
- **Anything** that is not your new idea must be cited – in text citations and work cited list

One group member MUST submit the final report to TURNITIN via eClass.

Term Group Assignment – Final: Marketing Strategy (30%)

In this section you will build on your work and feedback received in Part 1 to develop your marketing strategy – the details of your 4Ps. You will also include an implementation plan and a forecast/ROI.

Section 1: Recap of Part 1 (1 Page max)

- Summarize your work in Part 1.
 - What is the current state of the external environment?
 - Who is your customer?
 - How will you position your offering?
- NOTE: you will receive feedback to Part 1. Please use the feedback to improve your work in Part 1. If aspects of Part 1 are different in this report, that is not a problem.

Section 2: Objectives (SMART) (0.5 Pages max)

- Before you introduce your 4P strategy, please include SMART goals that your strategy will meet. For more information on SMART goals, click [here](#).
- What is your rationale for these specific goals?

Section 3: Your 4P Strategy (7 Pages max)

- Product
 - What is your product – detailed description
 - Benefits
 - Packaging
 - Name
 - Logo (if any)
 - Product Life Cycle implications
 - Based on where the product lies in the PLC, your marketing tactics may change
- Place
 - How will you get your product from raw materials to end user? What is your distribution strategy?
 - Are there channel conflicts?
 - Where will you retail your product? Online? In Store? A mix?
 - What is your merchandising strategy?
- Price
 - What is the price to customer?
 - Price to intermediary – if one exists?
 - Margins? How much will it cost to provide the offering? What is your revenue? Profit?
 - What type of pricing strategy will you use? Penetration? Skimming?
- Promotion
 - Communication objectives
 - Communication strategy
 - What is your promo plan?

Section 4: Return (1 Page max)

- Calculate your return or project financials
 - Some metrics that may help:
 - Costs
 - Sales estimates
 - Profits
 - BEP
 - ROI
- Use research and educated assumptions to make your projections

Section 5: Implementation Plan (1 Page max)

- How long will it take to implement your plan? What steps are required? Who will be responsible for each step?
- Use a GANTT chart to organize your plan

FINAL Report Requirements

- 11 pages maximum, double spaced, 12-point font
- Unlimited # of exhibits
- **Anything** that is not your new idea must be cited – in text citations and work cited list

One group member MUST submit the final report to TURNITIN via eClass.