**ADMS 2200: Introductory Marketing**

Fall 2023 (Section G)

**Instructor:** Melissa Lara, MPPAL

**Class Meetings:** Thursdays, 16:00 – 19:00

**Course Website:** The course website will be managed using eClass. Be sure to check your email &

eClass 3-4 times per week

**Office Hours:** After each lecture time or by appointment

**E-mail:** [yavehnia@yorku.ca](mailto:yavehnia@yorku.ca) – Send Emails as such: Subject: “ADMS 2200 G - \_\_\_\_”

1. **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 behaviour, 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*](https://www.pearson.com/store/p/marketing-an-introduction-seventh-canadian-edition/P100003009865/9780136964124?creative=490677809684&keyword=&matchtype=&network=g&device=c&gclid=Cj0KCQiAgomBBhDXARIsAFNyUqP6isITN_PfaLjClMw7r7Jy3N8QzfaYIeEj-wTSXHGX6nK5W88j-ogaAgAHEALw_wcB), 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 on the following pages. We will not cover all the text material in class; our class time will often 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 combine 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*** 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 the session, even if not in attendance.**

1. **GRADING**

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

**Item** **% of Grade**

Midterm Exam 30 %

Final Exam 30 %

Group Presentations (Week 12) 10 %

Group Project (Week 12) 30 %

**Group Work and Peer Evaluation for ALL Group Work**

For the group work assignments, you are expected to work in a group. Further, you have the responsibility, to ensure that your group is productive. You may NOT work alone. Time may be allowed in some classes for group meetings and work, but you are expected to spend time outside of class with your group.

Peer Evaluations will be used to assign individual grades for the Group Elements of the course. The calculation of an individual’s grade will depend on the peer feedback and the overall project grade. See the Detailed Course Syllabus for further information.

***Exams***

Midterm and final exams will test students on everything they have learned throughout the semester. Exams will combine 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 class, regularly 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 you are 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 exam date. The 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 for 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 for 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 on a project throughout the semester. Please select a company/product from the options provided at class 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. SWOT Analysis
4. Competitors in the Market
5. Target Market
6. Marketing Mix
7. Product Strategy
8. Distribution Strategy
9. Promotional Strategy
10. 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 company site URL of the product on the first page

1. Team Formation

Imagine that you become a marketing task force team member to set up a marketing plan for the product you select. Like a real professional career, imagine that a company assigns your team members: your team members may have different backgrounds, and some 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, the instructor If you have classmates who wish to be assigned to the same team, please get in touch with 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 all your members' contact information for smooth future communications. Once the team is assigned, no change can be made unless the team members' size significantly drops (i.e., quit the job). In such an exception, upon the consented request of all team members, the team would be rearranged (either be decomposed or merged with 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 email **the instructor**.

1. Group Presentations

* Each team will present their slides in week 12.
* Each team has 15 minutes time limit.
* Please upload your slides to **eClass** by 11:59 pm on the class day of week 12. (Late submissions will be heavily penalized)
* Please rehearse to ensure time compliance.
* Make the presentation as attractive as possible. The instructor is very interested in learning and understanding something NEW.

1. Group Project

* Please upload your written project to **eClass** by 11:59 pm on the class day of week 12. (Late submissions will be heavily penalized)
* The project should not exceed fifteen pages, including the title, figures and tables. No separate title page is required, and the reference pages are excluded from the page limit.
* Please be concise. The TA will grade your paper up to 15 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.

1. Peer Evaluation

* To ensure that each group performs effectively, each student can submit a confidential peer evaluation to the instructor by email at the end of the semester. Students are asked to score each teammate on a 10-point scale for peer evaluations. 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).
* If necessary, each student needs to submit a confidential peer evaluation and/or supporting evidence by week 12. Each person in the group should save files, email exchanges, or any other evidence supporting their 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.)
* At the outset, your group must work 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 and 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 email the instructor regarding any group issue.

1. **TENTATIVE COURSE SCHEDULE**

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| --- | --- | --- | --- |
| **Sessions** | **Date** | **Topic** | **Chapters** |
| 1 | September 7 | Introduction | 1 |
| 2 | September 14 | Marketing Strategy & Environment | 2,3 |
| 3 | September 21 | Consumer Behaviours & STP | 5,6 |
| 4 | September 28 | Information, Global Marketing & Sustainability | 4, 15, 16 |
| 5 | October 5 | **Midterm Exam** |  |
| 6 | October 19 | Product I, Promotion I | 7, 12 |
| 7 | October 26 | Product II | 8, 9 |
| 8 | November 2 | Place (Distribution) | 10, 11 |
| 9 | November 9 | Promotion II | 13, 14 |
| 10 | November 16 | **Final Exam** |  |
| 11 | November 23 | Final Presentation Practice |  |
| 12 | November 30 | **Final Project Presentation** | Final Slides / Paper Due |

1. **COMMON COURSE POLICIES**

* **Check your course outlines:** Students should always consult the **course outline and course website** for their course(s), as the first place for course-specific information and polices. The **outline, readings, components, deadlines, and policies** vary from course to course, and often vary between sections of the same course.  Students bear the responsibility for keeping up with the outline, policies and materials covered in the section in which they are registered.
* **Times and Deadlines:** Note that times and deadlines in course outlines/website are normally stated in Toronto/Eastern time.  Students who are taking a course remotely from a different time zone, are encouraged to pay close attention to times/dates.
* The collection of the following policies is common to all ADMS and DEMS undergraduate courses. Please review them very carefully. <https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/>

**Turnitin**

* To promote academic integrity in this course, students may be required to submit their written assignments 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.

**On-line Proctoring**

* This course may require the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (EClass). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service, please visit the Registrar’s Office’s page on online exam proctoring. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

**Academic Honesty and Integrity**

* York students are required to maintain the highest standards of academic honesty and they are subject to the Senate Policy on Academic Honesty (http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/). The Policy affirms the responsibility of faculty members to foster acceptable standards of academic conduct and of the student to abide by such standards.
* There is also an academic integrity website with comprehensive information about academic honesty and how to find resources at York to help improve students’ research and writing skills, and cope with University life.
* Students are expected to review the materials on the Academic Integrity website at -http://www.yorku.ca/academicintegrity/

**Access/Disability**

* York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University.
* Student's in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

**Additional information is available at the following websites:**

* Counselling & Disability Services - https://counselling.students.yorku.ca//
* Counselling & Disability Services at Glendon - https://www.glendon.yorku.ca/counselling/
* York Accessibility Hub - http://accessibilityhub.info.yorku.ca/

**Ethics Review Process**

* York students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

**Religious Observance 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. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam\_accommodation.pdf (PDF)

**Student Conduct in Academic Situations**

* Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom and other academic settings, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at - http://secretariat-policies.info.yorku.ca/policies/disruptive-andor-harassing-behaviour-in-academic-situations-senate-policy/