

Faculty of Liberal Arts & Professional Studies
Applied Marketing Management
AP/ADMS 3220 Section A Fall 2024

COURSE OUTLINE

Course instructor: Pilar Carbonell-Foulquie

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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 11:30 am-2:30pm

Course location: R S105

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 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%
Participation in case discussions	20%
Final examination	25%
Marketing plan group project	45%

There is no mid-term examination in this course.

Online Quizzes:

There will be a total of eight online multiple-choice quizzes posted on eclass, **starting on week 2**. Each quiz will be based on the assigned reading and case for the specific week. Quizzes will open 24 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 changing 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.

Participation in case discussions:

The Role of Case Discussions in this Marketing Course

Case discussions provide an opportunity to integrate theoretical concepts with real-world applications. They prepare students for the complex decision-making processes they will face in their marketing careers. By engaging in these discussions, students not only deepen their understanding of marketing principles but also enhance their critical thinking and communication skills through collaborative learning. Feedback received during these discussions will be invaluable for your growth and development as a marketing professional

In this course, students are expected to actively participate in the in-class discussion of eight marketing cases. Each case comes with a list of questions that will guide the discussion. The schedule of the cases and discussion questions are posted on the eClass site.

To prepare for in-class discussions, it is recommended that students read each case at least twice: once to get an overview of the company, industry, and exhibits, and a second time to

grasp the specific problems and decide on a strategy or course of action. Additionally, students should complete the weekly assigned readings and integrate this material into their case recommendations.

Participation and Assessment

Participation grades provide feedback on your engagement and contribution to case discussions, which are crucial for your learning experience and to develop critical thinking and communication skills.

If you are struggling with participation, please reach out for support. I am available to discuss strategies to improve your engagement in class. Your active participation is vital for your success on this course.

Participation in case discussions will be assessed weekly using a 3-point scale:

- 0 = absent or no participation
- 1 = limited contribution
- 2 = satisfactory contribution
- 3 = excellent participation

In grading participation, quality is more important than quantity. Case discussions are not about who can speak the most. Comments that demonstrate good preparation and analysis of the case, show mastery of course material, and build on others' contributions are especially valuable. Remember, case discussion is cumulative—students should listen to others' contributions and constructively critique or support them.

To participate during a case discussion, raise your hand and wait to be given the floor. Starting from day one, try to speak up. Many students prefer not to speak in class, but remember that as a future manager, you will need to communicate your opinions frequently in a group setting.

Cold-calling will be used frequently during the case discussions to ensure even participation and engagement. If you are particularly uncomfortable with this, please inform me beforehand so we can find a supportive solution. Bring your name card to every class and display it—I must know who you are to give you credit for your participation.

In addition to their spoken contribution to the in-class discussion of cases, students will often be asked to write down their answers to some of the assigned discussion questions in class, working individually or in groups, to test their preparation and knowledge of the case and readings. These write-ups will count toward your participation marks.

Nature of Case Studies

Finally, cases are often written so that there is no single correct solution. You will find that your classmates may have different ideas about the nature of the problem and the best way to solve it. This diversity of thought is where the learning happens. While there may not be right or wrong answers, there are strong and weak arguments. This course is designed to give you the tools to make strong quantitative and qualitative arguments for or against a given solution.

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 prior to 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 indicates that groups are prone to issues of free-riding if there are no mechanisms in place to motivate members to contribute their knowledge and time. Accordingly, individual grades for the group project will be based on peer evaluations. With each group project deliverable, students will have the opportunity to rate their team members in peer reviews, which will be used to adjust individual grades relative to the group’s grade. As a result, all team members may not receive the same grade for the project assignment. Therefore, work hard to achieve the project objectives and fulfill your responsibilities—much like in the business environment. You can find more information 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 quizzes; late submissions will not be accepted.

Case participation grades: Under normal circumstances, participation grades for each case will be posted on a weekly basis. Students are expected to check their participation grades promptly and bring any issues to my attention within a week of the specific lecture. Participation grades will only be discussed within this one-week period.

Students who wish to have their participation mark reviewed should include in their email request a brief but specific statement regarding their contributions 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: Refer to the group project document to familiarize yourself with the course policies regarding group work on the marketing plan project.

Missed participation grade: Students with legitimate reasons for missing a class will have the opportunity to make up for lost participation marks by submitting a summary of the marketing reading assigned to that class (using a voiceover PowerPoint presentation), along with their answers to the assigned case or learning activities they missed. These make-up assignments are due within a week of the missed class. 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 will be required to submit their deliverable #3 assignment 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/>