

COURSE:

AK/ADMS 2200 M Introductory Marketing

ADDITIONAL REQUIREMENTS:

None

REQUIRED COURSE TEXT / READINGS:

Marketing – An Introduction, Armstrong, Kotler, Wilson and Trifts, 8th Canadian Edition (©2024 • Pearson Education Canada).

Marketing Lab (MyLab) access and software are NOT required.

Price at York Bookstore is: \$54.40 (eText only) or \$79.99 (eText with MyLab) for 12-month access.

TIMES AND LOCATIONS:

This is an in-person course and students are expected to be present in class on campus during scheduled times: **Mondays 4:00 – 7:00 pm at CLH D.**

TECHNICAL REQUIREMENTS FOR THE COURSE:

Several platforms will be used in this course (e.g., eClass, Zoom, etc.) through which you will interact with the course materials, the course director, as well as with other students.

You shall note the following:

- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please review the [technology requirements and FAQs for eClass](#).

WEIGHTING OF COURSE:

Midterm (individual)	30%
Class quizzes (individual).....	10%
Numerical quiz (individual)	10%
Group Project	30%

Final Exam (individual) 20%

COURSE INSTRUCTOR / CONTACT:

Alexander Rusetski, PhD
Associate Professor of Marketing
Office: Atkinson 237

E-mail: arusetsk@yorku.ca (preferred)

Course consultation hours: By appointment via Zoom

EXPANDED COURSE DESCRIPTION:

The course 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, and research. Includes the creation of an actual marketing plan.

ORGANIZATION OF THE COURSE:

A detailed course schedule will be provided on eClass at the beginning of classes. The general structure is as follows, and can be changed:

- Class 1 Defining Marketing
- Class 2 The Marketing Environment (**ClassQuiz1**)
- Class 3 Understanding Consumers (**CQ2**)
- Class 4 Marketing Strategy and Strategic Planning (**CQ3**)
- Class 5 Products and Brands (**CQ4**) (**Part 1 of the Project is due**)
- Class 6 **Midterm**
- Class 7 Pricing (**CQ5**)
- Class 8 Marketing Channels and Retailing (**CQ6**)
- Class 9 Advertising and Promotions (**CQ7**)
- Class 10 Global Marketing (**Numerical quiz**)
- Class 11 Sustainable Marketing (**CQ8**) (**Complete Project is due**)
- Class 12 **Final Exam**

COURSE LEARNING OBJECTIVES:

The qualities that employers look for when hiring marketing people are the ability to think through a problem; the ability to work effectively as part of a team and the ability to

communicate. This course has been designed to provide students with the opportunity to develop and practice these skills. The specific objectives of the course are:

- a. To provide the student with the basic academic theory as it relates to marketing
- b. To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.
- c. To provide the student with the opportunity to apply marketing concepts to real-life marketing situations through the development and presentation of a marketing plan with the assistance of team members.

ADDITIONAL INFORMATION / NOTES:

Classroom Etiquette:

- Cell Phones: Please turn off your cell phones before entering the classroom.
- Computers: Answering email and doing other work on computers during a lecture can be distracting to other students
- Food: don't eat when I talk, I'll cold-call you.

Communication:

The preferred mode of communication outside the class and office hours is e-mail. I usually answer my e-mails within 24 hours. **I will NOT answer e-mails begging for higher marks.**

If you need to speak with me, you are welcome to sign up for virtual office hours on eClass or request a face-to-face meeting via e-mail.

Tests Information:

Both exams will be offered in class during the scheduled class time. Both exams are closed books, closed notes.

The final exam is not cumulative and only covers the material after the midterm.

Class Ametros quizzes will be offered on eClass during class sessions starting the second week of classes and will include 5 multiple-choice questions concerning the class topic. Make sure you have a device on which you can access eClass.

The *Numerical Quiz* will be based on the assigned readings and will include calculation questions. It will be offered in class via eClass. Make sure to have a calculator and a device to connect to eClass. The Numerical Quiz is based on the reading posted on eClass.

Group Project (detailed outline posted on EClassClass)

- A. Your group project consists of two parts: a written report and a presentation. The written report is worth 80% and the presentation is worth 20% of the project mark.

- B. The written report consists of a marketing plan. Part 1 - the environmental and competitive analysis - is due in week 5. This will be returned the week after the midterm. The complete final report is due in week 11. The report is due at the beginning of class. The mark for the first part is provisional, you will be able to make corrections before submitting a complete report.
- C. The presentation will be delivered in class (see Class Schedule). The presentation will be marked both on creativity and content.
- D. The group project is a team effort and only the team members can determine each person's contribution to the team. For this reason, each member can complete a **peer evaluation form** indicating the contribution of their team members. The template of the form is provided on the course web page. Completed forms should be submitted on eClass. These forms are confidential and the information on them will not be shared with anyone. The forms are optional. No form means that all members contributed equally.
- E. 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. This adjustment will only be carried out if more than three (3) peer evaluations were submitted from the group.

COURSE POLICIES

Grading, Assignment Submission, Lateness Penalties, and Missed Tests

Grading: The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)

(For a full description of York grading system see the York University Undergraduate Calendar - http://calendars.registrar.yorku.ca/pdfs/ug2004cal/calug04_5_acadinfo.pdf)

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the Atkinson Faculty of Liberal and Professional Studies section of the Undergraduate Calendar: http://calendars.registrar.yorku.ca/2012-2013/faculty_rules/AP/index.htm

Assignment Submission: Proper academic performance depends on students doing their work not only well but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment.

Lateness Penalty: Projects received later than the due date will be penalized by ½ letter grade per day. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., an Attending Physician's Statement).

Missed Tests: Students with a documented reason for missing a course test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., an Attending Physician's Statement) may request an accommodation from the Course Instructor in a form of a makeup test (within a week before or a week after the test). Further extensions or accommodations will require students to submit a formal petition to the Faculty. Failure to appear at the mutually agreed time of a makeup exam will result in a grade of 0.

Use of Generative AI (GenAI)

You are welcome to use GenAI tools in preparing your group projects (but NOT during in-class exams and quizzes) as long as you disclose it. It is your responsibility to check facts, ensure that the sources of information are properly cited, and that the document reflects the content and terminology specific to our class. If you use GenAI, you must report a) the tool(s) used (ChatGPT, Perplexity, CoPilot, etc.); and b) the extent of AI use (generating the original document, refining a draft, searching for information, etc.). The acknowledgment of GenAI use should be included at the beginning of the References/Bibliography section or at the end of the document if there is no references section. Failure to disclose the use of GenAI will be considered a breach of academic integrity. After the work is submitted, you (not the AI tool) carry all the responsibility for the submitted content.

NO GenAI TOOLS CAN BE USED DURING IN-CLASS EXAMS OR QUIZZES!

RELEVANT UNIVERSITY REGULATIONS

Midterm and Final Exam ID Verification: Students are required to provide an ID during midterm and final exams. Driver licences are NOT accepted anymore. Students are urged to use their physical/mobile YU-card with photo for exam ID purposes. Students are also permitted to present a valid physical passport as an alternative form of identification.

Deferred Exams: 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 follow the steps outlined at <https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/>.

The deferred exam requests will be considered on their merit and decisions will be made on a case by case basis. No individualized communication will be sent by the School to the students (no letter or e-mails).

Academic Honesty: The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student 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 for themselves at:

<http://www.yorku.ca/secretariat/policies/document.php?document=69>

Students might also wish to review the interactive online Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

Grading Scheme and Feedback Policy: The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

Note: Under unusual and/or unforeseeable circumstances that 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/univsec/policies/document.php?document=86>

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.

In-Class Tests and Exams - the 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, please visit: <http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/>

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://myacademicrecord.students.yorku.ca/grade-reappraisal-policy>

Accommodation Procedures: LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they

must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accomodations/>

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://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs>

Academic Accommodation for Students with Disabilities (Senate Policy): The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or 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, please visit the Student Accessibility Services (formerly known as Counselling and Disability Services) website at <https://accessibility.students.yorku.ca>

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 exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodations.