

COURSE:

AP/ADMS 2200 A Introductory Marketing

ADDITIONAL REQUIREMENTS:

None

REQUIRED COURSE TEXT / READINGS:

Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. and Snow, K., 2025. *Mktg. Principles of Marketing*, (6th Edition) Cengage Canada. ISBN-10: 1778410391 / ISBN-13: 9781778410390

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

TIMES AND LOCATIONS:

This is an in-person course and students are expected to be present in class on campus during scheduled times: **Mondays and Wednesdays 11:30 am – 2:30 pm at CLH E.**

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)	40%
Assignment #1 (group).....	15%
Assignment #2 (group).....	15%
Group presentation	10%
Final Exam (individual)	20%
Total.....	100%

COURSE INSTRUCTOR / CONTACT:

Instructor: Marius Dobre, PhD, MBA, PMP, P.Eng
E-mail: mdobre@yorku.ca (preferred method of contact)
Course consultation hours: By appointment via Zoom

EXPANDED COURSE DESCRIPTION:

This course is intended to prepare students to become effective marketing practitioners. 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.

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:

Week	Session	Topic	Activity
1 May 05	1	<i>In class session</i> <i>Introduction to the Course</i> <i>Organize Groups</i> <i>Chapter 1</i> <i>An Introduction to Marketing</i> <i>Chapter 2</i> <i>The External Marketing Environment</i>	Form groups
2 May 07	2	<i>In class session</i> <i>Chapter 3</i> <i>Strategic Marketing</i>	Choose group topics for group assignments
3 May 12	3	<i>In class session</i> <i>Chapter 4</i> <i>Marketing Research and Analytics</i> <i>Chapter 5</i> <i>Consumer Decision Making</i>	

4 May 14	4	<i>In class session</i> Chapter 6 Business Marketing Chapter 7 Segmenting, Targeting, and Positioning Review of topics for mid-term exam	
5 May 19	5	<u>No Classes</u> <u>Victoria Day</u>	
6 May 21		<i>In class session</i> <u>Midterm exam, 11:30am – 1:00 pm:</u> <i>In class, In person, Closed book,</i> <i>Multiple Choice Questions</i> <i>All material Ch.1 through Ch.7</i>	(40 %) <i>In Class Midterm Exam</i>
7 May 26	6	<i>In class session</i> Chapter 8 Brand Management Chapter 9 Product Concepts	
8 May 28	7	<i>In class session</i> Chapter 10 Services Marketing	<u>Make up midterm exam</u> for students that meet the reasons deemed acceptable by the school policies. Assignment #1 (15 %) Word file only LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12 0.5 page Introduction 0.5 page Ch.1 0.5 page on Ch. 2 1 page on Ch. 3 0.5 page on Ch. 4 0.5 page on Ch. 5

			0.5 page on Ch. 6 1 page on Ch. 7 0.5 page on Conclusion See General Format <i>Due - before class in Turnitin</i>
9 Jun 02	8	<i>In class session</i> Chapter 11 <i>Setting the Right Price</i> Chapter 12 <i>Marketing Channels</i>	
10 Jun 04	9	<i>In class session</i> Chapter 13 <i>Marketing Communications</i> Chapter 14 <i>Digital Storytelling</i>	
11 Jun 9	10	<i>In class session</i> Chapter 15 <i>Global Marketing</i> Chapter 16 <i>Customer Relationship Management</i>	Assignment #2 (15 %) Word file only LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12 0.5 page Introduction 0.5 page on Ch. 8 0.5 page on Ch. 9 0.5 page on Ch. 10 0.5 page on Ch.11 0.5 page on Ch.12 0.5 page on Ch. 13 0.5 page on Ch. 14 0.5 page Conclusion See General Format <i>Due - before class in Turnitin</i>
12 Jun 11	11	<i>In class session</i> Group presentations due online on this day in Turnitin. Review of topics for final exam	Group Presentations (10%) LENGTH - 6 slides TOTAL, 1 slide executive summary 2 slides for Assignment #1 2 slides for Assignment #2 1 slide for conclusion

			<i>Due - before class in Turnitin</i>
13 Jun16	12	<i>In class session</i> <i>Final exam – In class, In person, Closed book, Multiple Choice Questions Mon, Jun 16th, 11:30 am – 1:00 pm All material covered from Ch. 8 to Ch.16</i>	<i>(20 %) In Class Final Exam</i>

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:

- To provide the student with the basic academic theory as it relates to marketing
- To provide the student with the opportunity to learn and practice critical reading and logical thinking as it relates to marketing situations.
- To understand the Marketing Framework and achieving the capability to use it in a business environment.

Marketing Framework:

- What is marketing
 - Define marketing, and understand why it is important
- Marketing environment
 - Discuss the external environment and the competitive, regulatory, and economic factors that affect marketing
- Marketing as a strategic business tool
 - Understand the importance of strategic planning and marketing role
- Marketing research contribution to the enterprise
 - Explain what marketing research is
- Dealing with people – marketing perspective
 - Explain the importance of understanding consumer behavior
- Business marketing versus consumer marketing
 - Describe business marketing and understand how it is different from consumer marketing
- Who are the customers, and who are the ones we should pursue

- Discuss markets, markets segments, the importance of market segmentation, targeting and positioning
- Relationships, relationships, relationships!
 - Explain the importance of customer relationship management
- Products offered to customers
 - Define the concept of product and describe how marketing is used for branding
- New products and their importance
 - Explain why enterprises need to develop new products
- More than only products
 - Explain the differences between services and goods
- How much should we ask for
 - Explain and understand the importance of price
- Reaching out
 - Explain the role of marketing channels
- Detailed offering
 - Understand the importance of retailing
- Making consumers aware of our offers
 - Discuss the role of promotion and explain the importance of marketing communications
- Showing the offers
 - Define advertising and understand the role of advertising
- Direct interactions
 - Define sales promotions and explain the importance of personal selling
- Communications
 - Explain the concept of integrated marketing communications and the role of social media
- Thinking globally
 - Understand the role of marketing in a global setting

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 during the lecture. Please be considerate towards the other class members.

Communication:

The preferred mode of communication outside the class and office hours is by e-mail, with an aim at answering within 24 hours. **E-mails asking for higher marks will NOT be answered.**

If you need to speak with me, you are welcome to approach me during breaks at lecture time or request a Zoom meeting via e-mail.

Examinations and Assignments

Midterm exam and final exam

The mid-term exam is scheduled for May 21st, in-class, 11:30 am – 1:00 pm, 40% of your final mark.

The final exam is scheduled for Jun 16th, in-class, 11:30 am – 1:00 pm, 20% of your final mark.

You will be given a set of Multiple-Choice Questions (MCQs) and details will be provided during class, in advance of the due date of these exams.

Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for examinations or meet assignment deadlines. You must advise the instructor in advance if unable to appear for an examination.

If you miss the midterm exam for reasons acceptable by the school policies, the makeup midterm will be held in class, on **May 28th**.

Please note that the makeup midterm will be held in class at the same time as the lecture being conducted. Thus, you should bring non-active noise reducing devices, such as rubber ear plugs. No active headsets or any other devices that are to allow connectivity are to be used.

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.

Group work

There are 3 components of the group work, ***Assignment #1***, ***Assignment #2***, and a ***Group Presentation***.

The purpose of the group work is to give students the opportunity to take the journey through the marketing framework, and to learn how to apply theoretical marketing notions to a self-chosen company product.

Detailed information on each group work component is provided below.

To start your assignments:

Students need to do the following when choosing the company and the product:

1. Choose a company of your choice based on your interests in a product, industry or specific company
2. Select a product that the selected company makes and offers to the market
3. The product is recommended be one that is sold on the Canadian market
4. Find reference data about the product such as: what the product use is, the price, to whom it is intended for sale and how consumers learn about this product.
5. Identify the company competitors, and how the competition products may be better or worse than the ones offered by the company that you choose.

Assignment #1 (group assignment)

This assignment is about getting familiar with what marketing is, and the inter-relationship between the marketing framework and the business environment in which an enterprise conducts business. This assignment should evaluate how the marketing framework supports strategic decisions, to maximize the positive influence on customers to purchase the product. Therefore, the enterprise must make strategic decisions about what product to be offered, in what market, and to what kind of customers. The assignment must cover a total of 30 topics of the following chapters: 1, 2, 3 4, 5, 6 and 7. It is recommended to have a minimum of 3 topics per chapter, to a maximum of 5, for no more than 30 topics in total, clearly identified in your writing, as per this example: “With reference to purchasing power, part of economic factors – Ch.2, our analysis revealed that...” ..

Assignment #1 (15 %)

Word file only

LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12.

Page length per chapter is for reference only, with no more than 6 pages total.

0.5 page Introduction

0.5 page Ch.1

0.5 page on Ch. 2

1 page on Ch. 3

0.5 page on Ch. 4
0.5 page on Ch. 5
0.5 page on Ch. 6
1 page on Ch. 7
0.5 page on Conclusion

See General Format: Word file, Times New Roman, double-spaced in not less than 12-point type, with 1" margins all around.

Due - before class in Turnitin

The Assignment #1 focus is on the following:

- The assignment should start with an introduction, and students should be providing details on selected company and the selected product, as per items 1 to 5 from “To start your assignments” paragraph.
- Then students should address the concerns associated with the business environment as applicable to selected company and product.
- The analysis should continue with how marketing influences the enterprise strategic planning such that marketing wise, the product choice supports the enterprise business goals.
- Then, students should evaluate the marketing research methods as applicable to selected company and product. If these are available on the sources that you are consulting, then they should be mentioned, and comments should be provided on their applicability. Else, students should recommend their own marketing research methods, with explanation.
- The assignment should be continued with the assessment of consumer behavior relative to the offered product.
- Given that the enterprise conducts business in a business context, considerations on business marketing versus consumer one should be made as outcome of analyzing the chosen company and product.
- The assignment should capture how the chosen company is doing segmentation, targeting, and positioning for the chosen product. These are key elements that are to prepare the students to work on their second assignment.
- The assignment should end with a conclusion that should capture the most important topics that describe the company and the product in the context of Ch. 1, 2 3, 4, 5, 6 and 7. The conclusion should reflect students understanding of these concepts as applicable to the chosen company and product.

Assignment #2 (group assignment)

This assignment is a continuation of the assignment #1, as it builds on the assignment # 1 findings.

The analysis in assignment #2 is about expanding on the findings from assignment #1 with respect to customer relationship management, product choice and branding, new product development pricing and distribution (also known as placement), together with promotion, advertising, and integrated marketing communications. The assignment must cover a total of 30 topics of the following chapters: 8, 9, 10, 11, 12, 13, 14. It is recommended to have a minimum of 3 topics per chapter, to a maximum of 5, for no more than 30 topics in total, clearly identified in your writing, as per this example: "With reference to distribution challenges in world markets – Ch.12, our analysis revealed that..." .

Assignment #2 (15 %)

Word file only

LENGTH - 6 pages TOTAL, double spaced, Times New Roman, size 12.

Page length per chapter is for reference only, with no more than 6 pages total.

0.5 page Introduction
0.5 page on Ch. 8
0.5 page on Ch. 9
0.5 page on Ch. 10
0.5 page on Ch.11
0.5 page on Ch.12
0.5 page on Ch. 13
0.5 page on Ch. 14
0.5 page Conclusion

See General Format: Word file, Times New Roman, double-spaced in not less than 12-point type, with 1" margins all around.

Due - before class in Turnitin

The Assignment #2 focus is on the following:

- The assignment should start with an introduction, as a summary of what you have discovered in assignment #1, stemming up from the segmentation, targeting and positioning analysis conducted, with applicability to the chosen product but, be careful, not to repeat the conclusion of assignment #1.
- The analysis should continue with the product choice, with emphasis on product type and branding, as applicable.
- Building on the existing product, the analysis should evaluate the need of new product development, if the chosen company actively engages in such endeavors, and if they follow the new product development process.
- The assignment should evaluate the pricing of the product and should clearly indicate if the chosen company has a pricing process in place.

- The analysis should continue with assessing what marketing channels are used by the chosen company for distributing the product.
- The analysis also must factor in promotion strategies and recommend means for improving them, as best understood by the students to be applicable to the chosen product.
- To complete the analysis, the assignment should include the evaluation of the integrated marketing communications and the special contribution of social media. Present facts as the chosen company is using it for the evaluated product. If not, recommendations should be made.
- Finally, the assignment conclusion should capture the most important topics that describe the chosen company and the product in the context of Ch. 8, 9,10, 12, 13, 15, 16 and 18. The conclusion should reflect students understanding of these concepts as applicable to the chosen company and product.

Group Presentations (group assignment)

This assignment is about using what you learned during the course and describe how you are going to apply the learning outcomes from this course to your marketing endeavors.

The source of the data presented in your group presentation should be your two group assignments (Assignment #1, and Assignment #2).

Note: Do not repeat the writing from your assignments. The purpose of the presentation is to further filter and narrow the topics that indeed meant something for you.

Two deliverables:

1. Presentation file (ppt. only)

LENGTH - 6 slides TOTAL,
 1 slide executive summary
 2 slides for Assignment #1
 2 slides for Assignment #2
 1 slide for conclusion

Due - before class in Turnitin

2. In person presentation – 8 minutes length maximum (for Fall and Winter terms only)

You should have the following in your presentation:

- Executive summary (1 slide),
 - Why did you choose the company and the product?

- How does this company use marketing for their strategic, and day to day business decisions, with examples?
- How this choice supported your learning of marketing concepts with specific examples.
- Assignment #1 (2 slides)
 - What are the most important topics and why have you discussed them in your assignment against your selected company and product with examples
- Assignment #2 (2 slides)
 - What are the most important topics and why have you discussed them in your assignment against your selected company and product with examples.
- Conclusion (1 slide)
 - What are the topics that made a significant impression on you as you understood their importance based on the analysis that you conducted on your company and product of choice?
 - What are you taking with you from this course, as topics of reference that you will easily remember and talk about at ease?

Notes about grades and attendance

As the group assignments will be completed mostly through online group interaction, it is extremely important for students to attend lectures, to ask questions and to also attend their group online meetings, and work with their peers, as otherwise they will not be able to contribute to the group work with direct implications to the final mark.

Class Preparation

The complexity of course topics and the pace with which they will be covered imply that students who are absent or unprepared for lectures and online group meetings will quickly fall behind. The prevailing expectation is always that students have read assigned materials prior to lectures and are prepared to discuss the major concepts and issues raised by assigned readings.

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-accommodations/>

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.