

**Instructor:** Hyunwoo Lim, PhD  
**Class Meetings:** Mondays, 14:30 – 17:30 / MK 4050  
**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 or by appointment  
**E-mail:** [hlim@yorku.ca](mailto:hlim@yorku.ca) – Send Emails as such: Subject: “ADMS 2200X - \_\_\_\_”  
**Teaching Assistant:** Jiho Bak, [jhbak@yorku.ca](mailto:jhbak@yorku.ca)

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## I. 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 behavior, 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](#), Armstrong, Kotler, Trifts and Wilson, 8th Canadian Edition  
(ISBN: 9780137837175©2025 • Pearson Education Canada)

MyLab or Revel is NOT required.

The 7th edition of this textbook can be an acceptable substitute.

Day1digital eText (see eClass for link) 1 year access \$62

No physical textbook is available.

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 textbook. You are expected to know the textbook materials assigned for the class discussions and exams.

### Course Format

The course format will combine lectures, class discussions, and self- and 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 they are not in attendance.**

## II. GRADING

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

<u>Item</u>	<u>% of Grade</u>
Midterm Exam	36 %
Final Exam	36 %
Group Presentations (Week 12)	8 %
Group Written Papers (Week 12)	20 %

### Exams

Midterm and final exams will assess students on all the material 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 complete the assigned readings before class, regularly attend classes, actively participate in class discussions, and take accurate notes. Reasons other than duly authenticated illness and bereavement are not acceptable justifications for failure to appear for examinations. You must notify the instructor in advance if you are unable to attend a test. For a medical emergency, students must submit the Attending Physician's Statement (or an equivalent document) to the instructor within five business days of the exam date. The attending Physician's Statement form can be found at <http://registrar.yorku.ca/pdf/attending-physicians-statement.pdf>.

Please note that there is a one-week limit on queries about grading following the return of an examination. 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 as defined by the university policy, the midterm exam's weight 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 the SAS Deferred Exams Online Request System at <https://www.yorku.ca/laps/sas/academic-resources/deferred-exam-requests/> within five business days of the exam date. 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 product from a crowdfunding site (<https://en.wikipedia.org/wiki/Crowdfunding>) 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
      - (1) Product Strategy
      - (2) Distribution Strategy
      - (3) Promotional Strategy
      - (4) 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 Behavior, Serving Global Markets, Segmentation, Targeting, Positioning, and so on.
  - Must provide the crowdfunding site URL of the product on the first page
- a. Team Formation

Imagine yourself as a member of a marketing task force tasked with creating a marketing plan for the product you select. Like a real professional career, imagine that a company assigns your team members. They 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. Given our imaginary yet realistic setting, if you have classmates who wish to be assigned to the same team, please get in touch with the instructor before Week 2. You will also have all your members' contact information to ensure smooth future communication. Once the team is assigned, no changes can be made unless the team members' size significantly decreases (i.e., they quit). In such an exception, upon the consent of all team members, the team would be rearranged (either decomposed or merged with other small teams, depending on the number of groups to be rearranged). Given the progress of team projects (i.e., teams have already made some progress at certain levels), teams cannot be changed, regardless of how many members remain after the midterm exam. If a student needs to change to another team after the midterm (for example, if only one student remains in a group), they should email **the instructor**.

b. Group Presentations

- Each team will present their slides in week 12.
- Each team has a 15-minute 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.

c. Group Written Papers

- Please upload your written paper to **eClass** by 11:59 pm on the class day of week 12. (Late submissions will be heavily penalized.)
- The paper should not exceed ten 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 10 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.

d. 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 of their teammates on a 10-point scale for peer evaluations. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, as determined by these evaluations. For example, if a student's average peer evaluation is 7 out of 10, their 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, be cordial, and remain professional while working in a dynamic group environment. We may not always like our coworkers, but we can all be professional. Please feel free to email the instructor regarding any group-related issues.

### III. TENTATIVE COURSE SCHEDULE

Sessions	Date	Topic	Chapters
1	Jan 5	Introduction	1
2	Jan 12	Marketing Strategy & Environment	2,3
3	Jan 19	Consumer Behaviors & STP	5,6
4	Jan 26	Information, Global Marketing & Sustainability	4, 14, 15
5	Feb 2	<b>Midterm Exam</b>	
6	Feb 9	Product	7, 8
7	Feb 23	Price	9
8	Mar 2	Place	10,11
9	Mar 9	Promotion	12,13
10	Mar 16	<b>Final Exam</b>	
11	Mar 23	Final Project Practice	
12	Mar 30	Final Project Presentation	Final Slides / Paper Due

### IV. 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 policies. The **outline, readings, components, deadlines, and policies** vary from course to course, and often vary between sections of the same course. Students are responsible 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 usually stated in Toronto/Eastern time. Students taking a course remotely from a different time zone are encouraged to pay close attention to the times and 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/>
- According to [York's Senate Policy on Academic Honesty](#), using text-, image-, code-, or video-generating AI tools to complete academic work without your instructor's knowledge or permission is considered to be a breach of academic honesty. More specifically, using text-generating tools (such as ChatGPT) would be regarded as cheating (Senate Policy, section 2.1.1), and using image-generating tools (such as DALL-E) would be considered plagiarism (Senate Policy, section 2.1.3).