

York University  
Liberal Arts and Professional Studies  
Administrative Studies  
**I N T R O D U C T O R Y   M A R K E T I N G**

**ABBREVIATED Course Outline, Syllabus and Policy Information**

**NOTE: A Detailed Syllabus with additional focus on the group work, the marketing plan details and all assignments and presentations WILL BE available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!**

Please note that this class is scheduled as a Live Lecture Course. Due to circumstances beyond control, such as sickness, viral spread, etc., and at the direction of the University, Faculty and/or School and/or the Instructor, this course may need to depend on some remote teaching and learning including the use of several platforms such as EClass, Zoom, etc. through which students will interact with the course materials, the Course Director, as well as with one another. Although we are scheduled to meet at particular times and days of the week, this course may be taught synchronously and/or asynchronously due to circumstances beyond control, sickness, etc.

**COURSE:**

**Introductory Marketing, WINTER 2026  
ADMS 2200 – R; Thursday 11:30, SLH-F**

**COURSE INSTRUCTOR / CONTACT:**

**Chuck Hendriks**

charlesh@yorku.ca – Please Address Emails - Subject: "ADMS 2200R - Your Topic"

**REQUIRED COURSE TEXT / READINGS:**

MKTG: Principles of Marketing; Lamb, Hair, Boivin, Gaudet, Shearer; Nelson Publishing  
Winter 2025 Bookstore prices were: \$109.95 (Hard cover) and \$99.95 (Ebook).  
You may use the current edition or an older 4<sup>th</sup> or 5<sup>th</sup> edition.

**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. The course includes the creation of an actual marketing plan.

**ADDITIONAL REQUIREMENTS:**

You must be registered to attend this class. If you are not officially registered in this course you must do so BEFORE the "Add Without Permission" date, as you will not be allowed to register after that date - due to the group work required.

**WEIGHTING OF COURSE / GRADE BREAKDOWN (Subject to Change):**

*Note: timing of lectures and exams ARE subject to change. Announcements re: confirmed dates, times and details will be made IN CLASS!*

Exam I	25%
Marketing Plan	40% -50% (see below)
Presentation	0% - 10% (see below)
Exam II	25% - This exam is cumulative of all chapters

Exam dates are to be finalized but the expected dates are as per the course outline. There is no provision in this course for a make-up exam. Note that the dates may change. Changes will be announced in class. The content will include Lectures, Cases, Classroom topics and ALL chapters of the text (whether covered in the lectures or not). The *focus* will be on (live and/or remotely led) classroom-led topics and the exams will be based on both TEXT AND LECTURE MATERIAL!!!

**ORGANIZATION OF THE COURSE. COURSE OUTLINE / SCHEDULE:**

<b>Lecture</b>	<b>Topic: Note: Read the Relevant Chapter Each Edition of the text may vary.</b>	<b>4th Ed. Chapters</b>
1	Introduction to Marketing The Marketing Environment	1 2
2	Strategic Planning Global Marketing	3 4
3	Market Research Consumer Behaviour	5 6
4	B2B Marketing Market Segmentation / Targeting / Positioning / Customer Relationships <i>Potential Exam I</i>	7 8 9 10
5	<i>Probable Exam I (Ch 1 – 9)</i>	
6	Products Developing and Managing Products Services <i>Potential Exam I</i>	10 11 12
7	Services <i>Potential Exam I</i> Pricing Channels Retail	12 13 14 15
8	Marketing Channels Retail Communications	14 15 16
9	Communications Advertising Sales Social Media Marketing Plan Due <i>Potential Exam II</i>	16 17 18 19
10	Sales Social Media <i>Probable Exam II – Comprehensive of all chapters</i>	18 19
11	<i>Potential Exam II</i> Group Presentations	
12	<i>Potential Exam II</i> Group Presentations	

You are expected to read the chapters on your own and before each class. The agenda above is tentative and subject to change - but is largely expected to follow the scheduled coverage of the text. Exams will include all lecture and text material.

Please note that the exact dates and times of exams will be communicated in class.

- **NOTE: For Winter 2026 and the LIVE Teaching Scenario it is anticipated that:**
  - all material submissions will be via email.
  - all (group) presentations will be LIVE or via Zoom (only if directed).
  - all exams will be administered on campus, LIVE via Eclass
  -

#### **COURSE LEARNING OBJECTIVES:**

1. To gain an understanding of marketing concepts and practices
2. To understand how marketing helps to meet organizations' objectives
3. To understand the current marketing environment
4. Group dynamics and team building skills
5. Analytical skills
6. Writing skills
7. Presentation skills

#### **ADDITIONAL INFORMATION / NOTES:**

##### **Group Marketing Plan Project:**

Working in a group, you will write and submit a Marketing Plan. You will analyze the market and the current conditions and recommend action for the marketing of a specific product. A detailed description of The Plan is outlined in the Detailed Syllabus. The Marketing Plan will be worth 40% of the overall grade unless the Presentation does not take place, in which case the Plan will be worth 50% (see below).

##### **Presentation:**

Along with your group, you will present your Marketing Plan to the class. A detailed description of expectations are outlined in the Detailed Syllabus. The Presentation will be worth 10% of the overall course grade. A value of 0% will be used for this component should the Presentation element be cancelled for any reason. Please note that there is no option for a student or group to opt-out of the Presentation. The cancellation of the Presentation will be at the discretion of the Instructor and/or the University.

##### **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.

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## **IMPORTANT COURSE INFORMATION FOR STUDENTS**

### **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.

Students 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](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/>

### **Policies related to Zoom meetings**

Your course may involve the use of Zoom. Zoom is an online videoconferencing software that can be used to host lectures, tutorials or virtual office hours in real time. Please note that Zoom is hosted on servers in the U.S. Zoom meeting content (e.g., video, audio and text chat) has been restricted to only pass through servers in Canada and US data centres; it will not pass through international data centres, such as those in China. Although it is not possible to exclude the US data centres at this time, Zoom is developing this functionality and will implement it as soon as possible. All audio, video, screen-sharing and text content will be encrypted in transit between your device and Zoom's servers, which will prevent unauthorized third parties from intercepting the content of your Zoom meeting. For more information, please visit Zoom at YorkU.

### **Privacy**

At the moment, the name you use with Zoom and metadata about how you use the application will be stored on servers outside of Canada. If you have privacy concerns, you can disable both audio and video. You can also provide only your first name or a nickname when you join a session. If you choose to rename yourself, please let your instructor or TA know immediately.

You can rename yourself in 4 easy steps.

1. After entering the Zoom meeting, click on the Participants icon at the bottom of the window.
2. Find your name in the Participants list on the right side of the Zoom window
3. Hover over your name and click the Rename button.
4. Enter the name that you would like to use in the Zoom meeting, and click OK.

Please note that lectures and/or tutorial sessions may be recorded so that they can be made available to students who are not able to attend class. Zoom is configured in such a way that all participants will be automatically notified when a session is being recorded. In other words, a session cannot be

recorded without you knowing about it. If you do not wish to be seen or heard during a recorded session, please keep your camera and/or microphone turned off.

### **Participation**

Your course instructor may enable you to ask questions through the chat panel. Inappropriate or disrespectful language in the chat panel will not be tolerated. You may also participate through Zoom's nonverbal feedback features. These features can be accessed by clicking on the Participants icon at the bottom of the window. Once the Participants sidebar is opened, you will see the option to Raise Hand. By clicking on Raise Hand, a blue hand will be raised. Please click on the Raise Hand button again to lower your hand once your question has been answered. You are tasked with using the various Zoom features in a responsible manner. Your course instructor will reserve the right to remove anyone who does not behave accordingly.