

# Introduction to Marketing

**ADMS 2200 D**

**Fall 2026**

## Course Information

Course Instructor: **Dana Moskowitz**

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**Please include in the subject line: “ADMS 2200-D\_\_\_\_\_”**

Office Hours & Location: Online, By Appointment

## Course Time & Days/Location:

| Days   | Time               | Location |
|--------|--------------------|----------|
| Friday | 2:30 PM to 5:30 PM | YK SLH A |

## Course Description

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, research. Includes the creation of a marketing plan.

## Course Learning Objectives

By the end of this course, students will be able to:

1. Explain fundamental marketing concepts, practices, and the role of marketing in helping organizations achieve their objectives.
2. Analyze the current marketing environment to identify opportunities, challenges, and implications for decision-making.
3. Apply critical thinking and analytical skills to evaluate marketing situations and propose evidence-based solutions.
4. Collaborate effectively in teams by demonstrating strong group dynamics, communication, and project management skills.
5. Create clear, professional written work and presentations that communicate marketing insights and strategic recommendations.

## Course Registration

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. Any requests should be referred to [apsas@yorku.ca](mailto:apsas@yorku.ca) – the Instructor CANNOT give permission to join this course.

## Course Expectations

- Attend class in person each week. A portion of each class will be dedicated to group work time.
- Arrive on time and come prepared. Please bring all required materials and be ready to engage.
- Use a name tent in every class. Write your name clearly and bring your tent card each week. If you forget it, please create a temporary one for that session.
- Participate, participate, participate. Participation is encouraged during designated times. At other times, side conversations, chatting, and interruptions are not appropriate.
- Submit all coursework via eClass. This includes assignments, activities, and any required uploads.
- Complete all exams on eClass. Please ensure you have a reliable connection and follow all exam guidelines.
- Food is allowed, as long as it is not disruptive (e.g., loud or strongly scented). Be mindful with drinks around electronics, and please clean your area at the end of class.
- Laptops, mobile phones, and tablets are permitted for learning purposes. Devices must not disrupt the class; please ensure all electronics are on silent when you enter.
- Breaks will be provided each week (approximately 20 minutes in total). Please return on time to avoid disruptions.
- Maintain professionalism at all times. Arrive prepared, stay engaged, and contribute positively to discussions and activities.
- Contribute to a collaborative learning environment. Ask questions, share insights, and connect course concepts to your lived experiences—your voice adds value to our class.

## Course Communication

The best way to reach me is by email at [danalm@yorku.ca](mailto:danalm@yorku.ca). Please include the course and section in your subject line using the format: “ADMS 2200-D \_\_\_\_.” I do my best to reply within two business days.

## Course Evaluation

| Assessment                                          | Weight % |
|-----------------------------------------------------|----------|
| Mid-Term Exam                                       | 30%      |
| Final Exam                                          | 15%      |
| Term Group Assignment – Part 3 Full Submission      | 20%      |
| Term Group Assignment – Part 4 – Final              | 30%      |
| Term Group Assignment – Part 4 - Final Presentation | 5%       |
|                                                     | 100%     |

## Late Work Policy

Any assignment submitted after the deadline, even by one minute, will receive an automatic 20% deduction for the first calendar day of lateness. An additional 20% deduction is applied for each additional calendar day (including Saturday and Sunday). Assignments will not be accepted after three calendar days, and a grade of 0 will be assigned at that point. For group projects, a late submission results in the same deductions for all group members, regardless of who caused the delay.

## Tests and Exams

If you miss the midterm exam for reasons acceptable by the school policies, the weight of the midterm will be shifted to the final exam if notification is made to the professor in advance of the start of the exam. Without notification, a grade of 0 will be assigned.

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. Please reach out to the Faculty of Liberal Arts and Professional Studies for the process.

All exams are to be completed in person. Failure to write your exams in person will result in a grade of 0. Please bring a Valid YU card to your exams. No other forms of identification will be accepted.

## Grading

The grading scheme for this course conforms to the 9-point system used in undergraduate programs at York University. For a full description of the York grading system, visit the York University [Academic Calendar](#).

| GRADE | GRADE POINT | PERCENT RANGE          | DESCRIPTION        |
|-------|-------------|------------------------|--------------------|
| A+    | 9           | 90-100                 | Exceptional        |
| A     | 8           | 80-89                  | Excellent          |
| B+    | 7           | 75-79                  | Very Good          |
| B     | 6           | 70-74                  | Good               |
| C+    | 5           | 65-69                  | Competent          |
| C     | 4           | 60-64                  | Fairly Competent   |
| D+    | 3           | 55-59                  | Passing            |
| D     | 2           | 50-54                  | Marginally Passing |
| E     | 1           | (marginally below 50%) | Marginally Failing |
| F     | 0           | (below 50%)            | Failing            |

## Required Course Resources

Textbook: Marketing: The Core - 7th Canadian Edition, Kerin et al.

- Four purchase options (prices subject to change):
  - Day1Digital via eClass – only buy the digital textbook (no other resources included) - \$78 for 180 days (tax exempt)
  - Physical textbook from Bookstore - \$119.95 +HST
  - Physical text + Connect Combo - \$139.95 + HST
  - Just Connect/Digital textbook – \$100.13 +HST

Access to Laptop/Tablet for Exams

- Students will be required to write exams in person electronically.
- The only acceptable devices to write exams on are: Laptops and Tablets.
- Mobile phones are not permitted.
- Students must have access to permitted devices to write exams.

### Course Schedule

| Wk | Date       | Readings and Activities                                                                                                 | Assessment Due Dates                                                                                                                     |
|----|------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | Sept 11    | Course Introduction, Start Group Formation<br>Chapter 1: Marketing Fundamentals<br>Chapter 2: The Marketing Environment |                                                                                                                                          |
| 2  | Sept 18    | Chapter 15: Strategic Marketing Planning                                                                                | Term Group Assignment -Part 1 – Group Formation– DUE: Sunday Sept 20 at 11:59 PM to <a href="mailto:danalm@yorku.ca">danalm@yorku.ca</a> |
| 3  | Sept 25    | Chapter 3: Customer Behaviour<br>Chapter 4: Market Research                                                             | Term Group Assignment – Part 2 Offering Proposal – DUE: Sunday Sept 27 at 11:59 PM to eClass                                             |
| 4  | October 2  | Chapter 6: Segmentation, Targeting, and Positioning                                                                     |                                                                                                                                          |
| 5  | October 9  | Chapter 7: Products and Brands<br>Chapter 8: New Product Development                                                    |                                                                                                                                          |
|    |            | Reading Week - October 10-16 ( No Classes)                                                                              |                                                                                                                                          |
| 6  | October 23 | Chapter 9: Pricing                                                                                                      | Term Group Assignment – Part 3 Full Submission – 20% – DUE: Sunday October 25 at 11:59 PM to eClass                                      |
| 7  | October 30 | Mid Term Exam – First 2 hours of class<br>Chapters: 1-4, 6-9, and 15, In Class, In Person, Bring Your Laptop            | Mid Term Exam 30% In Class                                                                                                               |
| 8  | Nov 6      | Chapter 10: Marketing Channels and Supply Chains<br>Chapter 11: Retailing and Wholesaling                               |                                                                                                                                          |

|    |        |                                                                                                                                                          |                                                                                                                                                         |
|----|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9  | Nov 13 | Chapter 12: Integrated Marketing Communication – The Mix, Trends, and Industry<br><br>Chapter 13: Integrated Marketing Communication – Promotional Tools |                                                                                                                                                         |
| 10 | Nov 20 | Term Group Assignment – Final Presentation                                                                                                               | Term Group Assignment – Part 4 – Final – 30% – DUE: November 19 at 11:59 PM to eClass<br><br>Term Group Assignment – Final Presentation – 5% - In Class |
| 11 | Nov 27 | Term Group Assignment – Final Presentation                                                                                                               | Term Group Assignment – Final Presentation – 5% - In Class                                                                                              |
| 12 | Dec 4  | <b>Final Exam</b> – First 2 hours of class<br>Chapters: 10-13, In Class, In Person, Bring Your Laptop                                                    | 15% In Class                                                                                                                                            |

## Course Policies

All students are expected to familiarize themselves with the following information:

- [Student Rights & Responsibilities](#)
- [Academic Accommodation for Students with Disabilities](#)

Please also review the following course policies:

## Academic Integrity

In this course, we strive to maintain academic honesty 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 honesty 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](#).

Previously submitted assignments will not be accepted.

Students must produce and submit original work. Submissions cannot include more than 10% quoted material. Critical thinking and analysis must be evident to support information that is quoted and presented.

All research used should be cited 'in text' as well as in the works cited section of the assignment. The choice of citation style is up to students; however, this style should be consistent throughout the assignment. Citation support is available here:

- [SPARK Student Papers & Academic Research Kit](#)
- [Chicago Style Overview](#), YorkU Libraries
- [MLA Style Overview](#), YorkU Libraries
- [APA Style Overview](#), YorkU Libraries
- [Drop-in Research Support](#), YorkU Libraries
- [Writing Centre](#)

### **Turnitin**

To promote academic integrity in this course, students will normally be required to submit their written assignments to Turnitin (via the course's eClass site) for a review of textual similarities 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. York students may opt out of using Turnitin. If you wish to opt out, you should contact your instructor as soon as possible.

### **Accessibility**

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with [Student Accessibility Services](#) to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

### **Religious Observance Accommodation**

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate [accommodations to adherents for observances of special significance](#). Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious

significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a [Religious Accommodation for Examination Form](#) at least three (3) weeks before the start of the exam period.

### **Intellectual Property**

Course materials are designed for use as part of this course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's [Code of Student Rights and Responsibilities](#), the [Senate Policy on Academic Honesty](#), and/or legal consequences for copyright violations.

### **Student Conduct in the Learning Environment**

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on [Disruptive and/or Harassing Behaviour in Academic Situations](#), the [Student Conduct and Responsibilities](#), and the [Code of Student Rights & Responsibilities](#).

### **Netiquette for eClass**

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the [Code of Student Rights and Responsibilities](#). Please review and familiarize yourself with behaviours that support "netiquette" in virtual classrooms by consulting the [Guide to Netiquette](#) and [Student Guide to eLearning](#).

## Health and Safety

All York students and instructors share responsibility for the safety and well-being of the community while on York's campuses. Please continue to check [YUBetter Together](#) for info.

## Student Supports and Services Health and Safety

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- [Academic Advising](#) is available to provide students support and guidance in making academic decisions and goals.
- [Student Accessibility Services](#) are available for support and accessibility accommodation when required.
- [Student Counselling, Health & Wellbeing](#) offers workshops, resources, and counselling to support your academic success.
- [Peer-Assisted Study Sessions \(PASS\) Program](#) provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.
- [Student Numeracy Assistance Centre at Keele \(SNACK\)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [ESL Open Learning Centre \(OLC\)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations \(OSCR\)](#) is responsible for administering the [Code of Student Rights & Responsibilities](#) and provides critical incident support.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).



## **Term Group Assignment – Marketing Plan**

In groups of 5 to 7, you will develop a new product/service/offering to be launched in the Canadian market. The Assignment is divided into multiple parts.

### **Term Group Assignment – Part 1: Group Formation**

Students are responsible for forming their own groups for the major course project. Faculty will not form groups on students' behalf. Once your group is confirmed, please email the faculty member with the required details listed below. Submitting this information by the deadline is essential to begin project work on time.

Deliverables:

- Full names of all group members (as registered in eClass)
- Email addresses for each group member
- One email per group submitted to the faculty member by the deadline

### Group Management:

Students are expected to manage their own groups professionally and collaboratively. If challenges arise, the faculty member may provide coaching; however, it is the group's responsibility to resolve internal issues. If a group member is consistently not contributing, the group may remove ("fire") that member through a documented group consensus.

### **Term Group Assignment - Part 2: Proposal**

*Proposal (mandatory, not graded, feedback provided):*

Your first step in this project is to decide on what new/innovative offering you will launch in Canada. This offering could be for an already existing brand or a new one. For example: Maple Leafs Sports and Entertainment launching a new high endurance sport training program or a new cosmetics company launching lipstick for Filipino Canadians.

By the deadlines stated in the course schedule, you will upload the following to eClass:

- Product Name
- What does the product do and why is it innovative?
- What consumer market do you foresee this product to be successful in?
- Any ideas you have to market the product

This is not a formal submission and thus does not need to be written in report format. Simply answer the questions to receive feedback from your instructor. Based on your submission, your instructor may approve your idea or ask you to choose something new.

### **Term Group Assignment - Part 3 Full Submission: External Environment Exploration, and Consumer Selection/Research (20%)**

*External Environment Exploration, and Consumer Selection/Research:*

In this section, you will explore your external environment and it's fit to your customer.

#### Section 1: Offering Synopsis (about 0.5 Pages)

- Discuss what your idea is and what makes it unique
- Why inspires you about pursuing this offering?

## Section 2: External Environment Exploration (about 1 to 2 Pages)

- Conduct a SWOT analysis and any other form of analysis you believe would explore the **external environment** of the industry
- What are your findings/insights/tensions? What are your so-whats of the analysis?
- Be sure to explore qualitative and quantitative data points
  - Qualitative example: what new political policies are in place in Canada that would support your growth?
  - Quantitative example: what is the year over year growth for the specific product category? Industry?
- Remember: A SWOT analysis is not complete unless you say, “So What?” Your insights are key here!
  - Is there anything that stands out for you? ○ Is there a trend in the industry that your product might fill?
  - Are there any recent market shifts that you can capitalize on?
- Please place any figures, images, tables, or any other non-textually based components, into an appendix at the back of your report. This would include your SWOT.
  - Use this link to learn more about appendices:  
<https://www.bplans.com/business-planning/how-to-write/appendix/>

## Section 3: Understanding the Customer (about 2 to 3 Pages)

- Describe your segmentation strategy. Are you targeting one group or more? What is your rationale for that?
  - Psychographics? Demographics? Geographics? Behaviours? Etc.
- Ultimately, who is your Target Market (TM)? Describe them. Why were they selected?
- Why does your Target Market have a desire for your prescribed offering? What need/want does your offering help the TM solve.
- How will you position your offering? Explain it. Develop a positioning statement and a positioning grid. Why did you choose the axes of the positioning grid?

## Part 1 Report Requirements

- 6 pages maximum, double spaced, 12-point font ○ Title page and table of contents not included in page count
- Unlimited # of pages for appendices
- **Anything** that is not your new idea must be cited – in text citations and work cited list required ○ Work Cited list not included in page count

- To ensure accuracy and academic integrity, all groups must rely on credible, verifiable sources when conducting market research for this project. Students are expected to use reputable Canadian data whenever possible—such as Statistics Canada, Statista, IBISWorld (via the library), government reports, industry publications, or trusted news
- AI-generated text may only support your thinking—not serve as your research—unless verified with proper citations and cross referenced with verifiable sources.
- Professional Writing Standards
  - Please use clear structure and logical flow
  - No slang, filler, or conversational tone
  - Professional formatting of headings and subheadings
  - Consistency across writing styles in group work
  - For more information on Report Writing please see eClass document named: “How to Write a Business Report”
- Please name your files in this manner: Group Letter – TGA Part 3
  - Example: Group D – TGA Part 3
- Please include a title page including all group member names (not included in page count)
- Only one group member submits the assignment
- Rubric available via eClass
- **Two submissions are made for each assignment:**
  - One submission to the regular assignment dropbox in eClass
  - One submission to Turnitin via eClass
  - Failure to submit your assignment to both dropboxes would constitute using the Late Work Policy

### **Term Group Assignment – Part 4 – Final: Marketing Strategy (30%)**

In this section you will build on your work and feedback received in Part 3 to develop your marketing strategy – the details of your 4Ps. You will also include an implementation plan and a forecast/ROI.

#### **Section 1: Recap of Part 3 (about 1 Page) ●**

Summarize your work in Part 3.

- What is the current state of the external environment?
- Who is your customer?

- How will you position your offering?
- NOTE: you will receive feedback to Part 3. Please use the feedback to improve your work in Part 4. If aspects of Part 3 are different in this report, that is not a problem.

## Section 2: Objectives (SMART) (about 0.5 Pages)

- Before you introduce your 4P strategy, please include SMART goals that your strategy will meet. For more information on SMART goals, click [here](#).
- What is your rationale for these specific goals?

## Section 3: Your 4P Strategy (about 7 Pages)

- Product
  - What is your product – detailed description
    - Benefits
    - Packaging
  - Name
    - Logo (if any)
    - Product Life Cycle implications
      - Based on where the product lies in the PLC, your marketing tactics may change
- Place
  - How will you get your product from raw materials to end user? What is your distribution strategy?
  - Are there channel conflicts?
    - Where will you retail your product? Online? In Store? A mix?
    - What is your merchandising strategy?
- Price
  - What is the price to customer? Rationale?
  - Price to intermediary – if one exists?
    - What type of pricing strategy will you use? Penetration? Skimming?
- Promotion
  - Communication objectives
  - Communication strategy
  - What is your promotional plan?

## Section 4: Return (about 1 Page)

- Calculate your return or project financials
  - Some metrics that may help:
    - Costs
    - Sales estimates
    - Profits

- BEP
- ROI
- Use research and educated assumptions to make your projections

#### Section 5: Implementation Plan (1 Page max)

- How long will it take to implement your plan? What steps are required? Who will be responsible for each step?
- Use a GANTT chart to organize your plan ○ Use this link to learn more about GANTT charts

#### Part 4 – FINAL Report Requirements

- 11 pages maximum, double spaced, 12-point font
- Unlimited # of pages for appendices
- **Anything** that is not your new idea must be cited – in text citations and work cited list required ○ Work Cited list not included in page count
  - To ensure accuracy and academic integrity, all groups must rely on credible, verifiable sources when conducting market research for this project. Students are expected to use reputable Canadian data whenever possible—such as Statistics Canada, Statista, IBISWorld (via the library), government reports, industry publications, or trusted news
  - AI-generated text may only support your thinking—not serve as your research—unless verified with proper citations and cross referenced with verifiable sources.
- Professional Writing Standards ○ Please use clear structure and logical flow ○ No slang, filler, or conversational tone
  - Professional formatting of headings and subheadings ○ Consistency across writing styles in group work
  - For more information on Report Writing please see eClass document named: “How to Write a Business Report”
- Please name your files in this manner: Group Letter – TGA Part 2 ○ Example: Group D – TGA Part 2
- Please include a title page including all group member names (not included in page count)
- Only one group member submits the assignment
- Rubric available via eClass
- **Two submissions are made for each assignment:**

- One submission to the regular assignment dropbox in eClass ○ One submission to Turnitin via eClass
- Failure to submit your assignment to both dropboxes would constitute using the Late Work Policy

## **Term Group Assignment – Part 4 – Final Presentation: Marketing Strategy**

Synthesis of Parts 3 and 4 – Value, CB Theory, and Marketing Strategy

This presentation is your opportunity to communicate the strongest and most essential elements of your Part 3 and Part 4 submissions. Think of this as the “executive summary” of your line extension: what should a decision-maker, investor, or partner know in 15 minutes to clearly understand the value, logic, and strategic direction of your concept?

You will select the most important insights from both assignments to build a clear, persuasive, and engaging presentation. The specific content focus is your choice, as long as you demonstrate strong understanding and application of Consumer Behaviour (CB) theory and your strategic marketing decisions.

### **Section 1: Introduction**

- Brief overview of your product line extension
- Your target consumer
- Your positioning statement

This section should quickly ground the audience in your idea and set the stage for the insights to come.

### **Section 2: Integrated Insights from Parts 3 & 4 – Value, CB Theory, and Strategy**

In this section, you will combine the most important elements of Part 3 (Value & Consumer Behaviour Theory) and Part 4 (Marketing Strategy). You have full flexibility in determining which insights are most relevant to tell your strategic story.

Your integrated section may include (but does not require all of):

#### Consumer Value & Differentiation

- Your core consumer value proposition
- What differentiates your line extension from competitors
- Key insights from your perceptual map

#### Consumer Behaviour Theory & Its Impact on Strategy

- Select the theories that matter most for your product. For example:
- Perception
- Learning
- Motivation
- Emotions
- Personality
- Lifestyle

Explain how these theories shaped your strategic decisions, such as:

- Product design
- Pricing approach
- Channel decisions
- Promotional tactics
- Implementation choices

#### Key Elements of Your Marketing Strategy (from Part 4)

Highlight only the most strategic parts of your 4Ps and implementation plan, such as:

- The SMART objectives your strategy is built on
- Product decisions that reflect consumer value and psychology
- Pricing strategy and rationale
- Distribution strategy and expected reach
- Promotional plan grounded in CB theory
- Any forecasting or ROI points you believe strengthen your pitch

Your goal is to show a clear, logical connection between what you learned about your consumer (Part 3) and the decisions you made (Part 4).

### **Section 3: Conclusion**

Provide a concise summary:

- Why your line extension will succeed
- The strongest insights driving your strategy
- The main message you want your audience to remember

### **Presentation Requirements**

- 15 minutes
- Professional slide deck (any software acceptable)
- Embedded references on slides with a work cited list at the end of the slide deck
- Your presentation must demonstrate a clear integration of insights from both Part 3 and Part 4, showing how Consumer Behaviour (CB) theory informs your strategic decisions.
- Your slides must be visually clear, professional, and not text-heavy. Visual aids should support understanding rather than repeat spoken content.
- All group members must present and contribute meaningfully to the delivery.
- Rubric available via eClass