COURSE OBJECTIVE

This course introduces the conceptual underpinnings and operational facets of marketing with a primarily consumer (as opposed to industrial) focus.

Prerequisite: ECON 1A06 or 1B03 and registration in any Commerce, Engineering and Management or Honours Business Informatics program; or a grade of at least B- in ECON 1A06, 1B03, 2GO3, 2XO3 and registration in any four or five-level non-Commerce program.

INSTRUCTOR, TA AND ADMIN ASSISTANT CONTACT INFORMATION

Section C01E:
Wed. 7 – 10 pm
Location: CNH/B107

Instructor
Peter Johnson
johsp@mcmaster.ca
pfjohns@rogers.com
Office: DSB# 222
TA
Office Hours:
TBA
Wednesdays
5:30 – 7:00 pm

Course Website: http://avenue.mcmaster.ca

COURSE DESCRIPTION

Marketing is an exciting and core business function. It is the process by which individuals and organizations get what they need or want by creating and exchanging goods, services or anything of

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value with others. You will be introduced to the marketing environment and the forces (social, economic, political, legal and regulatory, competitive, and technological) that affect decision-making. As well, the importance of global marketing and ethical decision-making will be reviewed.

During this course, students will learn about the 4Ps of marketing – product, price, promotion, and place. While the focus will be on marketing theory, you will integrate the concepts learned over the term in your Proposal and Reports. You will be exposed to tools, strategies and industry examples which illustrate how these fundamentals are applied in today’s marketplaces. This exposure should give you an appreciation of Marketing as it is really practised. These exercises will provide the foundation for the case analyses and major field project that you will be completing in Commerce 3MC3, Applied Marketing Management.

**STUDENT LEARNING OUTCOMES**

Upon completion of this course, you will be able to complete the following key tasks:

- Understand the principles, techniques, and terms used by marketing practitioners;
- Formulate a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis as it applies to your chosen industry and company, within the Canadian marketplace;
- Write business reports that will integrate your research and analysis in reference to the Report requirements listed in this Course Outline;
- Apply the ethical principles and practises in market research; and
- Develop your time management, organization, communication (both oral and written), and research skills while working in a team.

**REQUIRED COURSE MATERIALS AND READINGS**


1. Paper textbook package, including a Connect card giving access to the publisher’s Online Learning Centre.
2. A Connect card, which includes the eBook with a study and testing program.

You will get more value if you complete the assigned readings before class. Classes will consist primarily of lectures that will elaborate and reinforce the assigned readings. For this reason, the information will be covered quickly, allowing more time for examples and discussion. Speakers will supplement the class lectures.
**EVALUATION**

All work will be evaluated on an individual basis except where Group work is specified. In these cases, group members will share the same grade, adjusted according to peer evaluation.

Please note the following components and weights that will be used to calculate your final grade. Note that in addition to the required elements there are opportunities to earn bonus points.

**Components and Weights**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<tr>
<td>Final Exam</td>
<td>45%</td>
</tr>
<tr>
<td>Report One</td>
<td>10%</td>
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<tr>
<td>Report Two</td>
<td>15%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Your Instructor reserves the right to modify these weightings during the semester. There will be a 2% bonus for attending McMaster World Congress, a 1% bonus for attending a GTF Seminar.
- Students are not permitted to use electronic devices in the class or in the exam room. This includes tape recorders, cell phones, cameras, iPods, PDAs, dictionaries, and computers.
- **NOTE:** The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy at the following URL:

  http://www.mcmaster.ca/senate/academic/calulator.htm

The Reports are due in the wooden box outside of DSB 203, by their assigned dates and times. See the COURSE SCHEDULE for details. A penalty of 25% will apply for up to the first twenty-four hours following the deadline. After this, the mark will be zero. No excuses will be accepted.

**Conversion**

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.
LETTER GRADE | PERCENT | LETTER GRADE | PERCENT  
---|---|---|---
A+ | 90 – 100 | C+ | 67 - 69 
A  | 85 - 89  | C  | 63 - 66  
A-  | 80 - 84  | C- | 60 - 62  
B+  | 77 - 79  | D+ | 57 - 59  
B  | 73 - 76  | D  | 53 - 56  
B-  | 70 - 72  | D- | 50 - 52  
F  | 0 - 49  

**Communication and Feedback**

Students that are uncomfortable in directly approaching an Instructor regarding a course concern may choose to send a confidential and anonymous email to the respective Area Chair (sray@mcmaster.ca) Or the Associate Dean (adbusac@mcmaster.ca).

Students who wish to correspond with Instructors or TAs directly via email must send messages that originate from their official McMaster University email account. (Not your Avenue account) This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should not be sent to the Area Administrative Assistant.

An informal course review will be conducted with students by Week #4 to allow time for modifications in curriculum delivery. The form for this review is downloaded from Avenue. Instructors should provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term.

Students who formally wish to have a course component re-evaluated must complete the following form: http://www.mcmaster.ca/policy/Students-AcademicStudies/form_A.pdf

In order for the component to be re-read:

- the component must be worth 10\% or more of the final grade in the course
- students pay a fee of $50 in Gilmour Hall #209 (receipt is then brought to the APO)
- the Area Chair will seek out an independent adjudicator to re-grade the component
- an adjustment to the grade for the component will be made if a grade change of three points or greater on the 12 point scale (equivalent to 10 marks out of 100) has been suggested by the adjudicator
- if a grade change is made, the student fee will be refunded

**INDIVIDUAL WORK**

**Exams(75%)**

The exams consist of multiple-choice questions. No marks are deducted for incorrect answers. You will be tested on your theoretical and recall knowledge as well as your analytical application of the theory.
You are responsible for all course content. This includes material from the textbook, lectures and discussions, speakers.

Exams 1 (30%) is one hour in length and will be comprised of fifty multiple-choice questions. Exams are during class time. The non-cumulative Exam 2 (45%) will be two hours in length and it will be comprised of ninety multiple-choice questions. Approved calculators are allowed in exams.

Arrive at the exam room area at least ten minutes early. Your student card must be brought to each exam and presented before entering the room. No student card, no entry. Coats, jackets, vests, hats, hooded pullovers, pencil cases, and bags must be placed at the front of the room when you enter and before you are seated by the invigilator. Electronic devices (PDAs, lap-top computers and cell phones) are not required for the exam; therefore, you should not be bringing them to your seat.

When you walk down the aisle, you should only carry a few pencils, an eraser, your student card, and your wallet. Keep in mind that McMaster University is not responsible for any items that go missing in the exam room. No food or drinks are permitted, unless it is for Academic Programs Office-approved medical reasons. If you require such accommodation, contact your Instructor one week prior to the exam to notify him so that appropriate accommodations can be made.

**Allen H. Gould Trading Floor (GTF) Seminar - Signup on DSB 222 Door**

The purpose of this limited seating, fifty-minute seminar is to illustrate how to use some of the software when you are gathering secondary research for your group work. Arrive on time. If you are late, you cannot participate in the session. You will receive one Bonus Mark for verified attendance.

**GROUP WORK**

Each group is to include five students within your registered section. You will form your own group. You need to complete a TEAM CONTRACT. Details and format will be posted on Avenue. Take the team contract seriously as it will set up your group’s expectations throughout the term.

**A. Report One (10%)**

Choose a Canadian industry, and a Canadian company that operates within this industry. The industry will incorporate all of the companies and activities, as defined by the NAICS or SIC code, and include at least three competitors. The company must primarily focus on business-to-consumer market activities. Base your choice on the availability of data, the application of research techniques, and your group interest. Exclusions will be discussed in class. Companies must be public and data must be from the latest three years available. Do not choose a private company as your data opportunities will be severely limited.

The report should be formatted using the following sections:

1. Introduction
2. Canadian Industry Description and Analysis
3. Company Description and Analysis
4. Company Strengths and Weaknesses (one of each).

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5. Conclusion

**Introduction** – Briefly describe the Report focus.

**Canadian Industry Description and Analysis**
- the NAICS classification (number and formal industry name)
- the SIC classification (number and formal industry name)
  - SIC manual in the Innis Library
- briefly describe the industry’s activities, based on either the NAICS or SIC classification
- state the total industry size (in sales or revenue) over each of the past three years
  - consider E-Stat, your company contact, the industry association, your calculations, etc.
  - this can be based on the NAICS or SIC classification of your industry
  - for financial numbers, include the currency code (e.g., C$45.6 million or US$3,576)
- list the top three or more competitors in your industry (based on sales, revenue, or guesstimate based on accurate facts) and their corresponding market share values and percentages
  - consider using sources such as the Canadian Key Business Directory, your company contact, the industry association, the GTF, your calculations, etc.
  - include this as a table in the Report body, in order of largest to smallest

In addition to the content, your group needs to analyze the last two points noted above (ie. total industry size, top three or more competitors). For example, “Based on the above data, this market can be categorized as ….” “Company X represents the greatest threat to the target company based on ….”.

**Company Description and Analysis**
- describe the company and its activities
- describe its domestic and global operations, including sales or revenue generated in key geographic areas and the corresponding percentage generated in these geographic areas (e.g., by country, region, economic community, etc.)
- refer to Bloomberg (GTF) and based on your company’s business area(s), list the revenue from each business area(s) or product segmentation over the past three years
- state the company’s net profit/loss over the past three years
  - consider using the *Historical Reports* page at the GTF as a starting point

In addition to the content, your group needs to analyze each of the major points. For each point, the analysis should include two different sentences that build on each other.

**Company Strength and Weakness**

Identify one company strength (that focuses on a competitive advantage) and one company weakness. You need to base this on the most recent, relevant, and reputable research (e.g., facts, statistics, and/or expert opinion) leading up to your Report deadline. Your focus does not need to be on the functional area of marketing. You can consider business topics such as company reputation, leadership, efficiencies (e.g., supply chain management), employee morale, financial performance, etc.

Each strength and weakness will range from four to five sentences. The required format for each paragraph that will highlight the strength and weakness is as follows:
POINT (Analysis): Using your words, communicate this in two parts. For the first half of the sentence, simply state the strength or weakness. For the second half, link how this point is relevant to your company.

PROOF (Research): You must ‘prove’ the two-part points (stated above) through research. The research (not your assumptions) must justify the strength/weakness AND its implication to the company. The absence of research for both points will result in a mark of zero for the whole paragraph.

EXPLANATION (Analysis): Explain and provide your own analysis (i.e., business implications) of how this is further relevant to the company. These two sentences should convey two different points that build on each other and flow from the proof. Your analysis should answer the question “So what does this mean to the company?” Include likely outcomes to the company if this trend continues (e.g., in terms of profitability, morale, perception, reputation, shareholder value, employee attraction, etc.). Keep in mind that you need to go beyond, “…and this will lead to higher sales or profits.” As well, this is NOT where you try to make a link between the strength/weakness and its implication on the company. This link needed to have occurred in your ‘proof’ above.

NOTES: Your proof must link the point back to the company, not customers.
You will only get credit for primary research that is relevant to the Report.

Conclusion – Summarize your overall assessment of this company’s future, based on the research.

B. Report Two (15%) (based on same industry and company as in report one)

Focus on the strongest trends that are impacting the overall Canadian industry, identified in Report One. Do not mention any specific company names or actions as support for the existence of an industry trend.

Introduction – In the brief Report focus description, include the both the NAICS classification (number and formal industry name) and the SIC classification (number and formal industry name).

Social Environment Opportunity and Threat – focus on the social trend for point
Economic Environment Opportunity and Threat – focus on the economic indicator or trend for point
Legal and Regulatory Environment Opportunity and Threat – focus on the law/regulation for point
Competitive Environment Opportunity and Threat – focus on the trend for point
Technological Environment Opportunity and Threat – focus on the technology for point

Conclusion – State the most relevant trends and your overall analysis of the industry’s future potential.

Identify one opportunity and one different threat for each environment that is affecting (or could affect) the success of some/all of the industry firms. Base this on the most recent, relevant, and reputable research leading up to your Report deadline. Each opportunity and threat will range from four to five sentences. The required format for each paragraph is as follows:

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POINT (Analysis): Using your words, communicate this in two parts. For the first part, state the opportunity/threat. For the second part, link how the opportunity/threat is relevant to the industry.

PROOF (Research): You must ‘prove’ the two-part points (stated above) through research. One sentence will focus on the opportunity/threat, followed by a sentence that clearly links the opportunity/threat back to your specific industry. The research (not your assumptions) must make this link. The absence of research for both the point and link will result in a mark of zero for the paragraph. You are not to use general business theory to try to make this link.

EXPLANATION (Analysis): Explain and provide your own analysis (i.e., business implications) of how this is relevant to the industry. These two sentences should convey two different points that build on each other and flow from the proof. Your analysis should answer the question “So what does this mean to the industry?” Include likely outcomes to the industry if this trend continues. Keep in mind that you need to go beyond, “…and this will lead to higher sales or profits.” As well, this is NOT where you try to make a link between the opportunity/threat and its implication on the industry. This link needed to have occurred in your ‘proof’ above.

NOTES: You will get zero for each opportunity or threat that is in the wrong environment. Your proof must link the point back to your specific industry, not customers. You will only get credit for primary research that is relevant to the Report.

Marking Scheme for Both Reports

Format (review Avenue, Course Outline, Citation Guide, grammar, spelling, printer quality, etc) 20%
Research (both sources and amounts of primary and secondary data)................................. 40%
Analysis (introduction, organization, data interpretation, theory application, conclusion) ........ 40%
Less: Deductions (e.g., late, academic dishonesty, missing Report section, etc.)

Be aware that your Reports are academic exercises. This means that you need to apply as much business terminology as possible. Your Instructor is also looking for you to expand your skill set and gather as much information as possible in order to generate the strongest analysis. For example, when considering the research component, you should be gathering both primary and secondary data sources and amounts. Integrating only one primary data source - regardless of its strength in meeting the Report objectives – will not lead to a perfect mark for this component.

GROUP WORK FORMATTING

Title Page

All work must be typed (except for the Group Log) and include a Title Page that communicates:
o your Instructor’s name
o the course code (COMM 2MA3) and the due date of the document
o your group number (to be assigned once groups are formed)
o in a table format, an alphabetical list (by surname) of group members’ formal names, student
numbers, and email addresses
o the document title
  o e.g., Report One: The Scheduled Air Transportation Industry (NAICS 481110)

**Formatting**

The Team Contract and Reports must reflect the following criteria throughout:

- numbered pages
- one inch margins
- the required (and bolded) sub-headings (e.g., Introduction)
- full justification (for the body only)
- size 10 Arial font for all pages, including Appendixes
- an impersonal point of view (don’t use ‘we’ or ‘our’)
- 1.5 line spacing, EXCEPT for endnote and bibliographic citations, where *Chicago Manual of Style* guidelines prevail

**NOTES:** Space permitting, you may consider incorporating tables and graphs in the Report body. Do not fully justify the content in your Appendix(es), Notes, and Bibliography elements.

**Reports**

Both Reports are to include a clear plastic cover and plastic coil binding. For each Report, the body is not to exceed four typed pages, excluding the Title Page, Contents, Appendixes (if applicable), Notes, and Bibliography. The body should communicate the information in the order that it is requested, and be written in complete grammatical sentences (except for any tables). Review the Citation Guide for additional reference and formatting guidelines. Insert an electronic copy of the Report with the following information on the label: group number, date, and document title. Do not forget to also electronically submit your Report to Turnitin.com by the Report deadline. Turnitin.com instructions are posted on Avenue.

**Referencing:**

[http://library.mcmaster.ca/sites/default/files/businesscitations.pdf](http://library.mcmaster.ca/sites/default/files/businesscitations.pdf)

The Citation Guide outlines how to format business Reports. You are required to use this Guide (based on the *Chicago Manual of Style, 16th Edition*), as it is the only acceptable format and you will be graded accordingly. For example, a Report with footnotes will not be marked as the required format requires endnotes. Where a phone number is needed, random calls will be made to confirm participation. Please notify your interviewees that they may be receiving a call.
CONFIDENTIAL SELF-AND-PEER EVALUATION

Group work constitutes a significant portion of your final mark. It is important that you express your impartial opinion about each group member’s contribution over the span of the term. For this reason, you are to complete a Confidential Self-and-Peer Evaluation. It will aid your Instructor in translating the group component marks into an overall individual mark. Stated another way, your overall group work mark will be influenced by the peer evaluations that were submitted within the deadline.

*If you do not hand in a Confidential Self-and-Peer Evaluation, then you have no voice when group marks are converted into individual marks.*

Your fees (in dollars) are to be supported by the Group Work Log and they should reflect contributions to all group work over the term. You should consult periodically with your Team Contract over the term to ensure that all group members are fulfilling the group’s expectations.

The overall individual mark will be based solely on this written feedback. If you assign a group member a fee of less than *1,000*, you must justify your fee on the back of the Evaluation Sheet. If you do not provide this feedback, then your Instructor will assign $1,000 to each member on your behalf. You need to indicate how you arrived at this fee and why you feel that this group member has only earned this value. Indicate as well what actions were taken to provide feedback to the group member regarding his/her lack of contribution, the response to this discussion, and the results.

GROUP LOG – TO BE INSERTED (NOT BOUND) IN REPORT TWO

A template for the Group Log is posted on Avenue. You are encouraged to fill in the group members’ names and to make copies of this page. You need to complete this page at the end of each meeting. This tool should support the fees that you allocate to yourself and to your group members. As well, it will keep you informed of the progress and contribution of each member over the term.

Each member should review the Group Log before completing the Confidential Self-and-Peer Evaluation. Only one hand-written and complete copy of the whole term’s Group Log is to be inserted (not bound) inside Report Two. You need to staple a typed Title Page to the Log.

*Late or incomplete Group Logs will receive a penalty in Report Two.*

ACADEMIC DISHONESTY

It is the student’s responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:


This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way that will (or could) result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic
dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

http://www.mcmaster.ca/academicintegrity.

In this course we will be using Turnitin.com which is a plagiarism detection service. Students will be expected to submit their work electronically to Turnitin.com so that it can be checked against the internet, published works and Turnitin’s database for similar or identical work. Details will be provided on Avenue. If a student refuses to submit his or her work to Turnitin.com, he or she cannot be compelled to do so and should not be penalized. Instructors are advised to accept a hard copy of the assignment and grade it as per normal methods. The assignment can be subjected to a Google search or some other kind of search engine if the Instructor wishes. To see guidelines for the use of Turnitin.com, please go to:


**REQUESTING RELIEF FOR MISSED ACADEMIC TERM WORK**

1. Students may request relief from a regularly scheduled midterm, test, assignment or other course component in the following two ways:

   a) for absences from classes lasting up to five (5) days; or
   b) for absences from classes lasting more than five (5) days.

   a) For absences from classes lasting up to five (5) days
   Students must use the MSAF (McMaster Student Absence Form). This is an on-line, self-reporting tool, for which submission of medical or other types of supporting documentation is normally not required. Students may use this tool to submit a maximum of one (1) request for relief of missed academic work per term as long as the weighting of the component is worth 29% or less. Students must follow up with their course instructors regarding the nature of the relief within two days of submitting the form. Failure to do so may negate the opportunity for relief. It is the prerogative of the instructor of the course to determine the appropriate relief for missed term work in his/her course.

   If the value of the component is 30% or more, students must report to the APO to discuss their situation and will be required to provide appropriate supporting documentation.

   b) For absences from classes lasting more than five (5) days
   Students cannot use the MSAF. They MUST report to the APO to discuss their situation and will be required to provide appropriate supporting documentation.

2. Students who wish to submit more than one request for relief of missed academic work per term cannot use the MSAF. They must report to the APO and discuss their situation with an academic advisor. They will be required to provide supporting documentation and meet with the Director.

3. The MSAF cannot be used during any final examination period.
4. Students who require accommodations to meet a religious obligation or to celebrate an important religious holiday must make their requests in writing within three weeks of the start of term to the APO.

5. Students unable to write a mid-term at the posted exam time due to the following reasons: religious; work-related (for part-time students only); representing university at an academic or varsity athletic event; conflicts between two overlapping scheduled mid-term exams; or other extenuating circumstances, have the option of applying for special exam arrangements. Please see the DeGroote Missed Course Work Policy for a list of conflicts that qualify for academic accommodation (http://www.degroote.mcmaster.ca/ug/documents/MissedCourseWorkFormOct2012.pdf).

Such requests must be made to the Academic Programs Office at least ten (10) working days before the scheduled exam along with acceptable documentation. Instructors cannot themselves allow students to unofficially write make-up exams/tests. Adjudication of the request must be handled by the Academic Programs Office.

If a mid-term exam is missed without a valid reason, students will receive a grade of zero (0) for that component.

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**STUDENT ACCESSIBILITY SERVICES**

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

http://sas.mcmaster.ca

**POTENTIAL MODIFICATIONS TO THE COURSE**

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

**COURSE INFORMATION ON AVENUE**

Review Avenue regularly as it will be used to review important information. Course information is accessible on Avenue. This includes midterm marks. For most classes, partial lecture notes will be posted on the site prior to the class and you are expected to bring these notes to class. The purpose of these notes is to add value to the lecture, *not to encourage your absence.*
Group work requirements, details, forms such as the Peer Evaluation, Group Log, Fourth week course evaluation and details for bonus marks are also posted on the site.

**PLACES TO GET HELP WITH YOUR WORK**

You are strongly encouraged to attend class regularly and to contact your Instructor if you have any concerns as this will contribute to a stronger academic performance in this course. In addition to Connect, there are other resources and activities that you can consider to achieve your academic goals.

1. **Innis Library (Reference Services)**

   Innis Library reference librarians are available to assist you throughout the term. The Citation Guide may be accessed at: [http://library.mcmaster.ca/sites/default/files/businesscitation.pdf](http://library.mcmaster.ca/sites/default/files/businesscitation.pdf), and the slides from the in-class presentation and course research guide are available on the Innis Library web site: [http://library.mcmaster.ca/guides/#course-guides](http://library.mcmaster.ca/guides/#course-guides). Additional resources include online tutorials that illustrate how to effectively search databases.


   SSC offers free workshops on time-management, how to prepare for your exams, and ESL. Visit the site to access information via the online videos, message boards, and academic skills content.

3. **Create a Study Group**

   A study group may contribute to a more productive studying experience. The study group should not replace individual studying as its value is to enhance what you have already learned.

4. **Online Learning Center (OLC):**

   In addition to Connect, the OLC offers additional free resources for this textbook. You can access online quizzes, Marketing Magazine, E-Stat, the audio glossary, and more.
## Commerce 2MA3 – Section CO1E
### Introduction to Marketing
### Winter 2013 Course Schedule

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<tr>
<th>WEEK</th>
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| 1    | Wed., Jan. 9 | Discuss: Course Outline, Schedule  
Discuss: Teams and Group Work |
| 2    | Wed., Jan. 16| Read: Chapter 1, Marketing: Customer Value, Satisfaction, and Customer Relationships  
Read: Chapter 3, Scanning the Marketing Environment |
| 3    | Wed. Jan. 23 | Presentation: Jennifer McCleary CBCD  
Read: Chapter 8, Marketing Research: From Information to Action  
Discuss: Survey Development and Types of Questions  
**DUE: Team Contract** |
Read: Chapter 2, Developing Successful Marketing Strategies  
Read: Chapter 4, Ethics and Social Responsibility in Marketing  
**DUE: Informal Course Review (Stop/Go feedback to date)** |
| 5    | Wed. Feb. 6 | Read: Chapter 5, Consumer Behaviour  
Read: Chapter 6, Organizational Markets and Buying Behaviour |
| 6    | Wed. Feb. 13 8.30 PM | **Midterm Exam,**  
Covering Chapters 1, 2, 8, 3, 4, 5, 6  
Consultations: TAs will be available after the exam |
<p>| 7    | Wed. Feb. 20 | <strong>No Classes. Reading Week.</strong> |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Assignment/Reading</th>
<th>Notes</th>
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| 8     | Mon. Feb. 25 | **DUE by 4:00pm: Report One** (hard-copy in DSB 203 box and soft-copy to Turnitin.com)  
- Do not include Group Work Log |       |
| 8     | Wed. Feb. 27 | Read Chapter 9, Market Segmentation, Targeting and Positioning  
Read Chapter 10, Developing New Products and Services  
Read Chapter 11, Managing Products and Brands |       |
| 9     | Wed. March 6 | Read: Chapter 12, Managing Services  
Read: Chapter 13, Pricing Products and Services |       |
| 10    | Wed. March 13 | Read: Chapter 14, Managing Marketing Channels and Supply  
Read: Chapter 16, Integrated Mktg. Communication and Direct Marketing  
Read: Chapter 17, Advertising, Sales Promotion and Public Relations |       |
| 11    | Wed. March 20 | Read: Chapter 15, Retailing  
Read: Chapter 18, Personal Selling and Sales Management  
Read: Chapter 7, Reaching Global Markets  
**DUE:** Confidential Self-and-Peer Evaluation due in class (late submissions not accepted!) |       |
| 11    | Fri. March 22 | **DUE by 4:00p: Report Two** (hard-copy in DSB 203 box and soft-copy to Turnitin.com)  
Insert Group Work Log + stapled Title Page |       |
| 12    | Wed. March 27 | **Final Exam, 7:00p – 9:00p**  
Covering Chapters 9,10,11, 12,13,14,15,16,17,18,and 7 |       |