Commerce 2MA3  
Introduction to Marketing  
Winter 2017 Course Outline  

Information, Marketing, Operations Area  
DeGroote School of Business  
McMaster University  

Section C01: Monday / Wednesday / Thursday 1:30 - 2:20 pm (HH 302)  
Section C02: Monday / Wednesday / Thursday 5:30 - 6:20 pm (HH 302)  

COURSE OBJECTIVE  

This course introduces the conceptual underpinnings and operational facets of marketing with a primarily consumer (as opposed to an 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 one of ECON 1A06, 1B03, 2G03, 2X03, and registration in any four or five-level non-Commerce program. Enrolment for students in the Business Minor will be limited to forty spaces on a first-come, first-served basis. Note that all prerequisites for these courses must also be satisfied.  

INSTRUCTOR INFORMATION  

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Prof. Ali AbdulHussein</th>
<th>Email – <a href="mailto:abdulhua@mcmaster.ca">abdulhua@mcmaster.ca</a></th>
<th>Office Hours: By Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAs</td>
<td>Yuyan Wei - <a href="mailto:weiy21@mcmaster.ca">weiy21@mcmaster.ca</a></td>
<td>Bharat Vaishnav - <a href="mailto:vaishnab@mcmaster.ca">vaishnab@mcmaster.ca</a></td>
<td>Office Hours: By Appointment</td>
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COURSE ELEMENTS  


DESCRIPTION  

Marketing is a 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 value with others. You will be introduced to the marketing environment and the forces (namely social, economic, 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. The philosophy of the course is: *fundamentals, today*. While the focus will be on the fundamentals of marketing (i.e. theory), integrated throughout the course you will be exposed to tools, strategies, and industry examples of how those fundamentals are applied today. Marketing is rapidly changing with the advent of new technologies and changing expectations, how best a business can adapt to those changes may dictate their future success.

The fundamentals and recent concepts learned over the term will be integrated in your group work submissions. This exposure will give you an appreciation of Marketing as it is really practiced and it will be the foundation for future marketing courses. It is through this group work that you will develop and experience some of the course elements such as participation, leadership, numeracy, oral skills, written skills, and IT skills.

**LEARNING OUTCOMES**

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

1. Understand the principles, techniques, and terms used by marketing practitioners;
2. Formulate a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis as it applies to your chosen industry and company, within the Canadian marketplace;
3. Write business reports that integrate your research and analysis;
4. Apply ethical principles and practices in marketing research; and
5. Develop your time management, organization, communication (both oral and written), and research skills while working in a team.

**REQUIRED COURSE MATERIALS AND READINGS**

Marketing (including access to Connect with Smartbook 12 months), 3rd Canadian edition - Grewal, Levy, Lichti, and Persaud. Purchase a copy at the book store (2 options available with special pricing for McMaster students)

**Print + Connect package Option**
ISBN: 9781259105043  
GREWAL | MARKETING WITH CONNECT WITH SMARTBOOK PPK | 2015 |  
List price: CAD$129.95

**Connect Digital Only Option**
ISBN: 9781259104312  
Title: Grewal McMaster U - Marketing 3ce - CONNECT w/SmartBook (365 Days)  
List Price: CAD$79.00

- Course Website: [http://avenue.mcmaster.ca](http://avenue.mcmaster.ca)
## EVALUATION

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weighting</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
<td>Feb 27, 2017 (Location: Canadian Martyrs Testing Centre)</td>
</tr>
<tr>
<td>Final Exam (Cumulative)</td>
<td>40%</td>
<td>(to be finalized)</td>
</tr>
<tr>
<td>Team Contract</td>
<td>0%</td>
<td>Hardcopy in Class Due: Jan 19</td>
</tr>
<tr>
<td>Report One (Group Work)</td>
<td>10%</td>
<td>Due: Feb 13</td>
</tr>
<tr>
<td>Report Two (Group Work)</td>
<td>15%</td>
<td>Due: Mar 27</td>
</tr>
<tr>
<td>Quizzes (4 to 8)</td>
<td>15%</td>
<td>via Connect</td>
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</table>

**Total:** 100%

**NOTE 1:** The instructor reserves the right to modify these weightings during the semester; dates are tentative.

**NOTE 2:** Each Report is due (hardcopy in class + softcopy on Avenue @ 11:59 PM). A 25% penalty will apply to any late Report within the first 24 hours following the deadline; after this the mark will be zero.

**NOTE:** The use of a McMaster standard calculator is allowed during examinations in this course. [http://www.Lmcmaster.ca/policy/Students-AcademicStudies/examinationindex.html](http://www.Lmcmaster.ca/policy/Students-AcademicStudies/examinationindex.html)

### Grade 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 (adjustments may apply).

<table>
<thead>
<tr>
<th>LETTER GRADE</th>
<th>PERCENT</th>
<th>LETTER GRADE</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90 – 100</td>
<td>C+</td>
<td>67 – 69</td>
</tr>
<tr>
<td>A</td>
<td>85 – 89</td>
<td>C</td>
<td>63 – 66</td>
</tr>
<tr>
<td>A-</td>
<td>80 – 84</td>
<td>C-</td>
<td>60 – 62</td>
</tr>
<tr>
<td>B+</td>
<td>77 – 79</td>
<td>D+</td>
<td>57 – 59</td>
</tr>
<tr>
<td>B</td>
<td>73 – 76</td>
<td>D</td>
<td>53 – 56</td>
</tr>
<tr>
<td>B-</td>
<td>70 – 72</td>
<td>D-</td>
<td>50 – 52</td>
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<tr>
<td></td>
<td></td>
<td>F</td>
<td>00 – 49</td>
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Communication and Feedback

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email 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 Assistants.

Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term. Instructors may conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Students who 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 and the receipt is then brought to Student Experience - Academic Office (formerly the APO) in DSB 112;
- 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 as assigned by the Area Chair;
- If a grade change is made, the student fee will be refunded.
INDIVIDUAL WORK

**Exams (60%)**
Exams consist of objective type questions that will include theory and application-based questions. You are responsible for all course content which includes lectures, speakers, and class discussions. Attending class and active participation in the class will be important to fully understand concepts.

Your student card must be brought to each exam and presented before entering the room. **No student card, no entry.** Coats, vests, hats, pullovers, pencil cases, and bags must be deposited in the room **before** you are seated by the invigilator. Keep your electronic devices (e.g., calculators, computers, and cell phones) at home.

Walking down the aisle, you should carry only a few items: pencils, an eraser, your student card, and your wallet. Be aware that McMaster University is not responsible for any missing items. 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 her so that appropriate accommodations can be made.

**Online Quizzes (15%)**
Quizzes are completed online via Connect. Access to the Connect portal can be gained with your online access card (included in your purchased book) and by registering at:

http://connect.mheducation.com/class/ali-abdulhussein-winter2017

Guidelines and quiz dates will be provided on Avenue.

**Allen H. Gould Trading Floor (GTF) Seminar:**
The purpose of this limited seating, fifty-minute seminar is to illustrate how to use the software when gathering secondary research for your group work. Arrive on time. If you are late, you will not participate in the session. Dates for participation in these seminars will be provided by the instructor in the class.
GROUP WORK: DETAILS ARE POSTED ON AVENUE

You will form a group of five students within your registered section.

A. Team Contract
You must create your Team Contract (A template is provided on A2L for reference). Take the Team Contract seriously as it will set out the group’s expectations throughout the term.

B. Report One (10%)
As a start, you need to choose a Canadian industry, and a Canadian company that operates within this industry. (Or, you can choose a Canadian company first and then find the industry in which it operates.) The industry will incorporate all of the companies and activities, as defined by the NAICS or SIC code, and it must include at least three competitors. The company must primarily focus on business-to-consumer market activities. Base your choice on the following: (1) the availability of data; (2) the application of research techniques; and (3) your group interest. Exclusions will be discussed in class. You are discouraged from choosing a private company.

The report should be formatted using the following sections:

i. Introduction
ii. Canadian Industry Description and Analysis
iii. Company Description and Analysis
iv. Company Strengths and Weaknesses (at least one of each)
v. Conclusion

C. Report Two (15%) (Based on same industry/company in Report One)
The first component of this report should highlight the strongest trends that are impacting the overall Canadian industry identified in Report One. Be sure to not mention any individual company as support for the existence of an industry trend. The second component will take advantage of all the information gathered to date from Report One and the trend analysis being conducted for Report Two. Here, your group will develop the Marketing Mix Strategy for one aspect of the products/services your Canadian company offers, based on the analysis of all the information gathered to date. The Marketing Mix will describe the 4Ps (See pages 7-10 and 29-33 of your textbook: The Marketing Mix for guidance on completing this section). Report Two contains two required components:

i.) Trend Analysis: PESTEL
   a. Political Opportunity and Threat
   b. Economic Opportunity and Threat
   c. Social Opportunity and Threat
   d. Technological Opportunity and Threat
   e. Environmental Opportunity and Treat
   f. Legal/Regulatory Opportunity and Threat

ii.) Target Market & Marketing Mix (4Ps) Strategy
**Marking Scheme for Both Reports**
Each group will receive a maximum of 25% of final grade for these reports. At the Instructor’s discretion, group members *may be required* to evaluate their personal performance and the performance of every individual and group. Working in a group can be simultaneously rewarding and challenging both in a university and work setting. Group members will become experienced in managing the group dynamic, workflow and output. It is not unusual in practice that some group members contribute much more than others. Some individuals may contribute little. The mechanism for peer evaluation will be outlined by the Instructor, in class.

**Report 1 [to a maximum of 10% of final grade]**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Format/Clarity</td>
<td>20%</td>
<td>[Review Avenue for formatting guidelines, citation guide below, grammar, spelling etc.]</td>
</tr>
<tr>
<td>Research</td>
<td>40%</td>
<td>[Relevant information sourced by primary and secondary data, refer to the marking scheme on Avenue]</td>
</tr>
<tr>
<td>Research Analysis and Conclusions</td>
<td>40%</td>
<td>[Logical and relevant as drawn from research, refer to the marking scheme on Avenue]</td>
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</table>

**Report 2 [to a maximum of 15% of final grade]**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format/Clarity</td>
<td>15%</td>
<td>[Review Avenue for formatting guidelines, citation guide below, grammar, spelling etc.]</td>
</tr>
<tr>
<td>Component 1</td>
<td>40%</td>
<td>[Refer to the marking scheme on Avenue]</td>
</tr>
<tr>
<td>Component 2</td>
<td>45%</td>
<td>[Refer to Marking Scheme on the Avenue]</td>
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</table>

The two reports are designed to help students develop expertise in [a] conducting research and exacting relevant conclusions from the research and [b] analyzing a company's current marketing plan and competitive market position. The second report [15% of the student's final grade] will help assess what the student has learned during the course. The second report assesses students skills in the areas of observation, communication, and recommendation/creative thought.

**Report Formatting**
All submitted group work must be typed (except for the Group Log), include a Title Page, and reflect the formatting expectations. Specific requirements for your submissions (e.g., Title Page, Team Contract, and Reports) will be discussed in the class and you are expected to incorporate these requirements (Refer to avenue for formatting guidelines, team contract format, group log format and peer evaluation format).

**Referencing**
The Citation Guide (based on the *Chicago Manual of Style, 16th Edition*) outlines how to format course Reports. You are required to use this document as it is the only acceptable format, and you
will be graded accordingly. Where a phone number is required, random calls will be made to confirm participation. Please notify your interviewees that they may be receiving a call.


**Group Logs (TO BE INSERTED Into Both Reports, NOT BOUND)**

You need to complete a one page meeting summary at the end of each group meeting on weekly basis. The one page summary should contain the meeting time/date, location and agenda, as well as the work progress on different milestones up to date. A log, containing 1 page summary for each meeting, should be attached to both reports as follows:

**For Report One**: team must have met at least 4 times (log should contain at least 4 pages)
**For Report Two**: team must have met at least 8 times (log should contain at least 8 pages)

A penalty will be applied to report for missing or incomplete group logs.

**ACADEMIC DISHONESTY**

You are expected to exhibit honesty and use ethical behavior in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behavior can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at: [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity)

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

**ONLY IF APPLICABLE**

In this course we will be using a web-based service (Turnitin.com) to reveal plagiarism. Students will be expected to submit their work electronically to Turnitin.com and in hard copy so that it can be checked for academic dishonesty. Students who do not wish to submit their work to Turnitin.com must still submit a copy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of
academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com Policy, please go to;

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

**Language for Use in Courses with an On-Line Element**

In this course we will be using X*. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

X* = e-mail, LearnLink, WebCT, web pages, capa, Moodle, Connect with Smartbook, ThinkingCap, etc

**REQUESTING RELIEF FOR MISSED ACADEMIC WORK**

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

a) for absences from classes lasting up to three (3) days;

b) for absences from classes lasting more than three (3) days; or

c) for conflicts arising from Student Experience - Academic Office approved events

**a) for absences from classes lasting up to three (3) 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 less than 25% of the course weight. 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. Details are described below.

If the value of the component is worth 25% or more, students must report to their Faculty Office (the Student Experience – Academic Office for Commerce students) to discuss their situation and will be required to provide appropriate supporting documentation.

Please visit the following page for more information about MSAF:
b) for absences from classes lasting more than three (3) days:

Students cannot use the MSAF. They **MUST** report to their Faculty Office (the Student Experience – Academic Office for Commerce students) to discuss their situation and will be required to provide appropriate supporting documentation.

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 Student Experience – Academic Office and discuss their situation with an academic advisor. They will be required to provide supporting documentation and possibly meet with the Manager.

c) for conflicts arising from Student Experience - Academic Office approved events:

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://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/

Such requests must be made to the Student Experience – Academic Office at least ten (10) working days before the scheduled exam along with acceptable documentation. Non-Commerce students must submit their documentation to their own Faculty Office and then alert the Student Experience – Academic Office of their interest in an alternate sitting of the midterm.

Adjudication of all requests must be handled by the Student Experience – Academic Office. Instructors cannot allow students to unofficially write make-up exams/tests.

The MSAF cannot be used during any final examination period.

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

### Policy for Approved Missed Academic Work

Students who cannot write a test, and have advanced knowledge and permission as described above, will be given the opportunity to write an alternate version of the test at an alternate time.

Students who did not write a test, and subsequently provide an MSAF submission, or documentation for which they have been approved by the Student Experience – Academic Office, will have the weight of the missed work reallocated across other course components or an alternate evaluation. The student must follow up with the instructor to understand this process and decision.
Students who submit an MSAF, or have been approved by the Student Experience – Academic Office, for an assignment deadline, will be given an extension for the assignment at the discretion of the instructor. Please note, the student will ultimately be required to submit the assignment.

**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 who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca

For further information, consult McMaster University’s Policy for Academic Accommodation of Students with Disabilities;  


**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.

**RESEARCH USING HUMAN SUBJECTS**

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:


McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.
If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University’s research ethics guidelines:

http://reo.mcmaster.ca/

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You MUST respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

KNOWLEDGEMENT OF COURSE POLICIES

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of Commerce 2MA3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.

Lack of awareness of the course policies cannot be invoked at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

COURSE WEBSITE: AVENUE

Review Avenue daily as it will be used to communicate important information.

PLACES TO GET HELP WITH YOUR WORK

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

i) Research: Innis Library, Online Tutorials, and Course Guide
Innis Library staff can provide research assistance. Additional resources include online tutorials that illustrate how to efficiently search databases (http://library.mcmaster.ca/guides/top-business) and the course research guide, Finding Canadian Business Information (http://library.mcmaster.ca/guides/commerce-2ma3).

ii) Student Success Centre; http://studentsuccess.mcmaster.ca/index.php
The Student Success Centre offers academic skills workshops that assist with the development of many academic and life skills. When on the site, you may also learn more about the academic support programs provided by the Student Success Centre that include skill development, learning effective strategies and resource support.

iii) 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 (independently) learned.

iv) Study Session
Prior to the final, if the class feels it is required, the Instructor is willing to offer a final exam study session. **Details will be provided near the end of the term.**
# 2MA3 – Course Schedule

<table>
<thead>
<tr>
<th>Week #</th>
<th>Topics</th>
<th>Source</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Jan 5 (Week 1)</td>
<td>Course Intro</td>
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<tr>
<td>Jan 9-12 (Week 2)</td>
<td>Overview of Marketing Strategic Planning in Marketing</td>
<td>Chapters 1 &amp; 2</td>
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<tr>
<td>Jan 16-19 (Week 3)</td>
<td>Marketing Research</td>
<td>Chapter 7</td>
<td>Team Contract</td>
</tr>
<tr>
<td>Jan 23-26 (Week 4)</td>
<td>Marketing Environment Consumer Behavior</td>
<td>Chapter 3</td>
<td></td>
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<tr>
<td>Jan 30-Feb 2 (Week 5)</td>
<td>B2B Marketing Segmentation, Targeting, and Positioning</td>
<td>Chapter 5</td>
<td></td>
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<tr>
<td>Feb 6-9 (Week 6)</td>
<td>Developing New Products Product, Branding, and Packaging</td>
<td>Chapter 8</td>
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<tr>
<td>Feb 13-16 (Week 7)</td>
<td>Services Marketing</td>
<td>Chapter 10</td>
<td>Report 1</td>
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<tr>
<td>Feb 20-23 (Week 8)</td>
<td>Midterm Recess – No Classes</td>
<td></td>
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<tr>
<td>Feb 27-Mar 2 (Week 9)</td>
<td>Pricing Concepts and Strategies Distribution Channels</td>
<td>Chapters 11 &amp; 12</td>
<td>Midterm</td>
</tr>
<tr>
<td>Mar 6-9 (Week 10)</td>
<td>Multichannel and Retail Marketing</td>
<td>Chapter 13</td>
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<tr>
<td>Mar 13-16 (Week 11)</td>
<td>Integrated Marketing Communications Promotion and Personal Selling</td>
<td>Chapters 14 &amp; 15</td>
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<tr>
<td>Mar 20-23 (Week 12)</td>
<td>Social and Mobile Marketing</td>
<td>Chapter 16</td>
<td></td>
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<tr>
<td>Mar 27-30 (Week 13)</td>
<td>Global Marketing Ethics and Socially Responsible Marketing</td>
<td>Chapter 17</td>
<td>Report 2</td>
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<tr>
<td>Apr 3-6 (Week 14)</td>
<td>Review for Final</td>
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