

**Commerce 2MA3  
Introduction to Marketing  
Spring 2020 Course Outline**

**Marketing Area  
DeGroote School of Business  
McMaster University**

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***COURSE OBJECTIVE***

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

**Prerequisite(s):** ECON 1B03 and registration in any Honours Bachelor of Commerce or Engineering and Management program or one of ARTSSCI 2E03, ECON 1B03, 2G03, 2X03, and registration in any four or five-level non-Commerce program.

**Antirequisite(s):** IBH 2AA3

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***INSTRUCTOR AND CONTACT INFORMATION***

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**Dr. Chris Ling**

Instructor

[lingc10@mcmaster.ca](mailto:lingc10@mcmaster.ca)

Office: TSH 607

Office Hours: Instructor Office Hours are held virtually by appointment only.

Tel: (905) 525-9140 x24272

**Teaching Assistants**

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**Course website:** <http://avenue.mcmaster.ca>

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***COURSE ELEMENTS***

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Credit Value: 3	Leadership: Yes	IT skills: Yes	Global view: Yes
Avenue: Yes	Ethics: Yes	Numeracy: Yes	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: Yes	Oral skills: Yes
Evidence-based: Yes	Experiential: Yes	Final Exam: Yes	Guest speaker(s): Yes

## ***COURSE DESCRIPTION***

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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.

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## ***LEARNING OUTCOMES***

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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.

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## ***COURSE MATERIALS AND READINGS***

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### **Required:**

Marketing (including access to Connect with Smartbook 12 months), 4<sup>th</sup> Canadian edition - Grewal, Levy, and Lichti.

Purchase a copy on the book store's website (two options available with special pricing for McMaster students)

[1. Print + Connect package Option](#)

**GREWAL – Marketing with Connect and Smartbook 4<sup>th</sup> Edition**

**Print + Connect: ISBN: 1259270823 / 9781259270826 - \$129.95**

[2. Connect Digital Only Option](#)

**Connect standalone: 9781259268786 \$79.00**

NOTE: You may choose between the print version and the e-book version (called “Connect”) of the textbook. To access Connect, the e-book and online resources, the details will be given once the course begins. You will need access to Connect for the class participation related components and some assignments in this class.

NOTE: Should you find the book store website sold out of physical copies, it is possible to purchase the Connect Digital Only Option, and when signing up for Connect you will be given the option of ordering a loose-leaf copy of the textbook directly from the publisher.

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## ***EVALUATION***

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Learning results from online live lectures, online pre-recorded lectures, online class activities, group work, and out-of-class preparation. All work will be evaluated on an individual basis except for the marketing report (report one and report two) where group work is mandated. Group members will share the same grade adjusted by the Peer Evaluation process. No extra assignments will be considered for this course. Your final grade will be calculated as follows:

### Components and Weights

Midterm exam	Wednesday, May 27, 2020: 7:00 PM – 9:00 PM	20%
Final exam cumulative	Wednesday, June 17, 2020: 1:00 PM – 3:00 PM	40%
Team Contract	Due Class #4 (mandatory)	0%
Report One	Thursday, May 21, 2020	10%
Report Two	Wednesday, June 10, 2020	15%
Class Participation	Class exercises and activities administered through Connect.	8%
Pre-Class Preparation	Assignments to be completed prior to attending class. Administered through Connect/Smartbook.	7%
<b>Total:</b>		<b>100%</b>

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

**NOTE:** Students who do not write the mid term exam, with approval (see the section “REQUESTING RELIEF FOR MISSED ACADEMIC WORK”), will write a cumulative final exam (60% of final grade).

**NOTE:** The Team Project must be submitted online through Avenue. The Team Project is due by 6:30 PM EST on the due date. No extension will be approved for this component. 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. <https://secretariat.mcmaster.ca/app/uploads/2019/06/Undergraduate-Examinations-Policy-01-Sept-2014.pdf>

### **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.

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	00 – 49

## **Communication and Feedback**

Students who wish to correspond with the instructor or TAs directly via email must send messages that originate from their official McMaster University email account (Note: Please indicate the **COURSE** in the subject line of the email. E.g., Subject Line: 2MA3). 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.

Students who wish to have a course component re-evaluated must complete the following form:

[https://www.mcmaster.ca/policy/Students-AcademicStudies/Form\\_A.pdf](https://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.

## **Course Deliverables**

This course will be delivered in a virtual classroom format. We will be using Microsoft Teams for our class meetings and additional details on how to connect will be posted on Avenue. Course content will be delivered through the use of pre-recorded lectures as well as live online lectures during our scheduled class time. Review the Course Schedule and complete any assigned work (e.g., Connect chapter, watching online lecture) before class. Common courtesy is expected throughout the term.

Arrive to the live online lectures **on time**. Stay focused on course content. Do not be distracted by your devices. If there are any announcements to be made, they will be made at the beginning of each class.

### ***Exams (60%) - Individual***

Exams consist of objective type questions that will include theory- and application-based questions. The exam will cover course content that includes material from the textbook, readings, class lectures, class activities and class discussions. The mid term exam will cover the first half of the course (exact chapters will be confirmed on Avenue), and the final exam will be cumulative. Attending class and active participation with class activities will be critical to fully understand concepts.

The midterm and the final exam are both two hours in length and will be online. Other exam details will be communicated in class.

### **Connect: Smartbook and Class Activities (15%) - Individual**

Throughout the term you will be required to complete a series of assignments through an online platform provided by McGraw Hill called Connect. There will be two different types of assignments you will complete (Smartbook and Class Activities).

Register for Connect using your **McMaster University email (I will walk you through how to do this in the very first class)**. Connect is a Web-based learning solution that includes Smartbook. Smartbook is a digital version of the course textbook. It contains the same content within the textbook. Unlike a typical eBook, Smartbook actively tailors that content to each learner's needs by continually adapting to provide the optimal study path for each learner.

Within Smartbook, you are encouraged to complete eighteen chapters throughout the term by each deadline. Chapters 1 to 3 are due Wednesday May 10 (11:59 p.m.). After this, correctly answer all of the chapter specific questions by the night before the chapter is covered in class (as per the Course Schedule on Page 14 of this document), no later than 11:59 p.m.

**You will earn a total of 7% of your final grade if you complete all the questions by the deadline.** Partial marks (based on the correct percentage completed by the deadline) are possible. For incorrectly answered questions, the system will generate additional questions until it is satisfied that you are knowledgeable on the concept. For optimal results, work ahead and be sure to schedule sufficient time for this work. Refresh your page regularly.

**Class activities will be worth a total of 8% of your final grade.** Throughout the semester, you will also be required to complete assignments in Connect during class time. It will be difficult to navigate on a smart phone, therefore **a laptop or desktop is preferred and recommended** for the completion of these assignments. These assignments will open during class and will stay open for a total of 24 hours (E.g., Opens on Monday at 7:00 p.m. during class, and closes on Tuesday at 6:59 p.m.).

### **Group Work (25%) - Group**

You will form a group of five students. You are expected to contribute consistently and equally to group work. Groups can meet virtually using a variety of communication tools and platforms to facilitate the group work process. In particular, note the citation guide that is based on the Chicago Manual of Style, 17<sup>th</sup> edition. The use of an alternate citation style (e.g., MLA or APA) will result in a zero grade for the assignment.

#### *A. Team Contract (0%)*

When creating your mandatory Team Contract, follow the content and formatting requirements posted on Avenue. 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 code, and it must include at least three competitors. The company must primarily focus on business-to-consumer market activities and be a public Canadian company. Base your choice on the following: (1) the availability of data; (2) the application of research techniques; and (3) your group interest. Do not choose a private company or a company that is not based in Canada. We will discuss which companies are acceptable in class.

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. Environmental 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 Threat
  - f. Legal/Regulatory Opportunity and Threat
- vi. Conclusion

*C. Report Two (15%) (Based on same industry/company as in Report One)*

For this report, your group will focus on **one division** of the products/services your Canadian company offers. The report will then take advantage of all the information gathered to date from report one. The first component of this Report should highlight segmentation, targeting and positioning. Your group will then develop the Marketing Mix Strategy, based on the analysis of all the information gathered to date. The Marketing Mix will describe the 4Ps (refer to the relevant pages of your text book on The Marketing Mix for guidance on completing this section).

Report Two contains:

- i) Segmentation
- ii) Targeting
- iii) Positioning
- iv) Marketing Mix Strategy
  - a. Product Strategy
  - b. Place Strategy
  - c. Promotional Strategy
  - d. Pricing Strategy

### *Marking Scheme for Both Reports*

Each group will receive a grade out of a maximum of 25% [Report 1 - 10%; Report 2 - 15%] of their 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 in the group. Working in a group can be simultaneously rewarding and challenging both in a university and work setting. Group membership gives experience in managing group dynamics, workflow and output. It is not unusual in practice that some group members contribute more than others. Contribution can be weighted through peer evaluation the mechanism of which will be outlined by the Instructor in class.

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

[Review Avenue, Course outline, Citation Guide, Grammar, Spelling etc.] Format/Clarity - 20%  
Research - relevant information sourced by primary and secondary data - 40%  
Research Analysis and Conclusions - 40%

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

[Review Avenue, Course outline, Citation Guide, Grammar, Spelling etc.] Format/Clarity - 15%  
Component 1 - segmentation/targeting/positioning - 40%  
(logical and relevant as drawn from previous research and analysis done)  
Component 2 - marketing mix (further details on Avenue, if required) - 45%

The two reports are designed to help students develop expertise in  
[a] research and extraction of relevant conclusions from research  
[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 - assessing the students' skills in observation, communication, and recommendation as well as 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, 17th 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. For example, a Report with footnotes will not be marked as the required format

requires endnotes. 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.

**Guide:** <http://library.mcmaster.ca/sites/default/files/businesscitation.pdf>

### *Group Logs*

After each team meeting, you are encouraged to fill in the group members' names and to make photocopies of this page. You need to complete a page at the end of each meeting. It should keep you informed of the progress and contribution of each member over the term.

A penalty will be applied to Reports for any of the following: (1) late Group Logs; (2) incomplete Group Logs; and/or (3) a missing Title Page.

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## ***ACADEMIC INTEGRITY***

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You are expected to exhibit honesty and use ethical behaviour 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 behaviour 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

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## ***AUTHENTICITY/PLAGIARISM DETECTION***

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In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to;

[www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity)

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### ***ONLINE COURSE COMPONENTS***

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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, Avenue to Learn, Connect with Smartbook, Microsoft Teams, etc

#### **COURSE WEBSITE: AVENUE**

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

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### ***REQUESTING RELIEF FOR MISSED ACADEMIC WORK***

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Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedure on the DeGroot website at the link below;

<http://ug.degroot.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

#### **NOTES:**

- The McMaster Student Absence Form (MSAF) will not be accepted for your group Assignment.
- It is University policy that examination results cannot be changed if an examination was written while sick or under the influence of a crisis or compassionate situation. In such situations, speak directly with your Academic Advisor before any deadlines so that you can explore next steps.

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### ***STUDENT ACCESSIBILITY SERVICES***

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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](mailto:sas@mcmaster.ca).

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

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

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### ***ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)***

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Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

<https://multifaith.mcmaster.ca/riso>

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### ***POTENTIAL MODIFICATION TO THE COURSE***

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The instructor reserves the right to modify elements of the course during the term. There may be changes to 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.

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### ***RESEARCH USING HUMAN SUBJECTS***

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All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

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### ***ACKNOWLEDGEMENT OF COURSE POLICIES***

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Your enrolment in 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.

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### ***PLACES TO GET HELP WITH YOUR WORK***

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Attend class regularly as this will contribute to a stronger academic performance in this course and contact your Instructor if you have any concerns. 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 (virtual) 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 and provide guidance on areas to focus on for additional independent studying.

## Commerce 2MA3 – Course Schedule Introduction to Marketing

Class #	Topics	Source	Due/ Other Topics
1 May.4	Course Intro Overview of Marketing	Course outline Chapter 1	
2 May.6	Strategic Planning in Marketing	Chapter 1 and 2	Final names of group members – May 6
3 May.11	Marketing Environment	Chapter 3	Guest Speaker: Ines Perkovic, Innis Library
4 May.13	Marketing Research Consumer Behavior	Chapter 7 Chapter 4	Team contract due
	May 18 – Victoria Day		No Class
5 May.20	Segmentation, Targeting, and Positioning	Chapter 6	Report 1 due May 21
6 May.25	Developing New Products Product, Branding, and Packaging	Chapter 8 Chapter 9	
7 May.27	Services Marketing B2B Marketing	Chapter 10 Chapter 5	Midterm
8 June.1	Pricing Concepts and Strategies	Chapters 11	
9 June.3	Distribution Channels Multichannel and Retail Marketing	Chapters 12 Chapter 13	
10 June.8	Integrated Marketing Communications Promotion and Personal Selling	Chapter 14 Chapter 15	
11 June.10	Social and Mobile Marketing Review for Final Exam	Chapter 16	Report 2 due June 10
12 June.15	Global Marketing Ethics and Socially Responsible Marketing	Chapter 17 Chapter 18	