

IBH 2AA3 Introduction to Marketing Fall 2020

COURSE OBJECTIVE

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

The specific objectives of the course define marketing as 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 we will combine the thinking and considerations from other IBH courses.

During this course, students will learn about the 4P's of marketing: Product, price, promotion, and place. The philosophy of the course is *fundamentals, today*. While the focus will be in 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 into both group and individual 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 work that you will also develop and experience some of the course elements such as teamwork, participation, leadership, numeracy, oral and written skills and IT skills.

INSTRUCTOR AND CONTACT INFORMATION

Name: Blair Ruelens	E-Mail: ruelensb@mcmaster.ca
Class Times: Weekly, Fridays from 8:30am-11:20am	
Virtual Office Hours: Mon, Tues, Thurs: 3:00pm-4:00pm (Times and dates TBC)	
Handle as group and/or individual Zoom calls, as needed	

COURSE DELIVERY

LEARNING ACTIVITIES	DELIVERY	DESCRIPTION	TOOL(S)
Self Study	Asynchronous	Assigned textbook and other source readings, video recordings of lecture modules, other videos and materials	Avenue 2 Learn with links to videos on MacVideo, PPT Live, and McGraw Hill tools

Virtual Class	Synchronous	In class lectures of 45 minutes, each instructor led, inclusive of exercises, online projects, research, and discussions	Zoom or Webex (TBC) during the scheduled class time
Weekly Online quizzes, and two group reports	Asynchronous	Quizzes to cover all textbook content and is available for 72 hours, weekly. One attempt is allowed with no time limit within the 72 hours	Avenue 2 Learn and McGraw Hill sources

EVALUATIONS	WEIGHT	DESCRIPTION
Online quizzes	10%	There will be 18 quizzes, one for each chapter of textbook
Participation	10%	Credit given to students that answer class questions, complete in class research, add value to discussions
Mid term and Final exams	15%/25%	Exam dates and times to be confirmed, at a later date. The Mid term will cover Textbook content through chapter 9, and the Final will cover primarily Chapters 10-18, and, very important marketing concepts and strategies learned throughout the semester
Report 1/ Report 2	15%/25%	These are group reports, that will cover the application of class learning, to a Canadian business of the group's choice. It will require groups of 5 to be confirmed by week 2 of the semester. Groups will be required to meet with the Professor throughout the term and submit company names, research proposals, meeting schedules and completed report on time and complete. Details to follow.

Details of everything noted above will be covered in more detail in a complete course outline document at a later date.