

**IBH 2AA3
Introduction to Marketing
Fall 2021 Course Outline**

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

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.

Prerequisite: ECON 1A06 or 1B03 and registration in any Commerce, Engineering and Management on 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. Enrollment for students in the Business Minor will be limited on a first come, first served basis. Note that all prerequisites for these courses must be satisfied.

Class Times: Weekly, on Wednesdays from 8:30am-11:20am, EST

INSTRUCTOR AND CONTACT INFORMATION

Blair Ruelens

Instructor

ruelensb@mcmaster.ca

Virtual office hours: By appointment- A Zoom link will be provided

Student TA

Grace Huang

huangg12@mcmaster.ca

Office Hours: By appointment

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

COURSE ELEMENTS

Credit Value: 3	Leadership: Yes	IT skills: Yes	Global view: Yes
A2L: Yes	Ethics: Yes	Numeracy: Yes	Written skills: Yes
Participation: Yes	Innovation: Yes	Group work: Yes	Oral skills: Yes
Evidence-based: Yes	Experiential: No	Final Exam: Yes	Guest speaker(s): TBD

COURSE DESCRIPTION

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 course.

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 (ie: 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. And remember, in this virtual online approach you will need to bring creativity, flexibility and acceptance of learning, through different methodologies.

LEARNING OUTCOMES

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

- Understand and be able to apply the principles, techniques, and terms used by marketing practitioners
- Write Business reports that integrate primary and secondary research, analysis and insight development
- Apply ethical principles and practices in your marketing applications
- Develop your time management, organizational, communication (written and verbal) and team development skills
- Understand the application of basic marketing concepts
- Develop basic skills in marketing analysis, decision making, and strategy formulation
- Test your skills to effectively communicate your analysis, conclusions, and recommendations
- Understand the environment, global, and ethical dimensions of marketing decisions making given the dynamics of business markets and customer need.

COURSE EXPECTATIONS

1. Attendance: Despite being a virtual, online class, it is my expectation you attend every class. The class runs for 2 hours and 50 minutes, once a week. The time will be split to allow for lectures, group work, breaks etc. Each chapter lecture will run and average of 40-45 minutes. There can be two live lectures per week, or a recorded lecture, as needed.
2. Although the perception of Marketing is that it is heavily qualitative, the reality is that there is a great deal of theoretical concepts and quantitative analysis that inform the practice and understanding of Marketing. Such concepts are better understood when students engage in dialogues, questioning the theoretical concepts, and in class research and related group work. Time will be allocated to optimize this learning approach.
3. Group Work: From the beginning, we will develop groups of 5-6 students, that will work together for the semester. They will work on in class assignments, research projects and of course, the two written reports which are core requirements of the program. The in-class group work will be graded.
4. You will also learn best if you read the course materials, before they are covered in class. To motivate you to read the course materials in advance and aid in your learning, I will assign a short weekly quiz. They will need to be completed two days before class, sent to the TA, so they can be graded and to inform me of your progress. This will offer me a chance to adapt in class lectures and discussions to focus on key learning opportunities.

MATERIALS AND READINGS

You will need to register on Avenue to Learn for IBH 2AA3 course content, readings, quizzes and related materials. Register at: <https://avenue.mcmaster.ca>

Required:

There is a required textbook for this course. It is titled MARKETING, 5th Canadian Edition- by Grewal, Levy, and Lichti. You can purchase a copy through the McMaster bookstore (there are 2 options available with special pricing for McMaster students)

The textbook, MARKETING, includes access to Connect with Smartbook for 12 months

Option 1: Print(hardcopy) + Connect package
ISBN: 9781260305746 \$TBC

Option 2: Softcopy and Digital Connect
ISBN: TBC \$TBC

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 to access CONNECT for the class participation related components and some assignments in the class

Participation

This class will be online, and live via ZOOM.

Names and class pictures are used to help give credit for your participation. You must have a log in, with your full first and last name clearly written and displayed on ZOOM for every class.

Since student participation is an important component of this course, official McMaster student ID photographs will be used to ensure that each student is assessed accurately. The instructor will use the photograph to ensure the accuracy of participation marks, group work, and for identifying students for grading purposes

COURSE OVERVIEW AND ASSESSMENT

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	Live on line lectures to be between 40- 45 minutes each as needed to complete the content.	ZOOM will be used during the scheduled class time.
Weekly Online quizzes	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.
Two Group Reports	Asynchronous	Independent group work, as required discussion time with Professor, TA	Group processes, Zoom calls

Assessment

EVALUATIONS	WEIGHT	DESCRIPTION
Online quizzes	10%	There will be a short quiz, one for each chapter of textbook.
Participation	10%	Credit given to students that answer class questions, complete in class research, add value to discussions.
Midterm and Final exams	15% / 25%	Exam dates and times to be confirmed at a later date. The midterm will cover textbook content through chapter 9, and the final will cover primarily chapters 10 - 17, but also include 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 5-6 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 reports on time and complete. Details to follow.

NOTE: The instructor reserves the right to modify these weightings during the semester. Specific dates noted in the course schedule calendar.

NOTE: The reports are due online via DROPBOX by the deadline date noted in the course schedule.

MIDTERM EXAM:

The midterm exam is worth 15% of your final grade and will be marked individually. The exam will cover material from the textbook, readings, lectures, online material, online quizzes, and class discussion. The exam will be conducted as an on-line exam. Details to follow. The format of the exam will be similar to online quizzes and a few short answer questions.

All students should take the mid-term exam, to assure understanding of material and their progress of learning. If a student files a successful MSAF for missing the midterm, the final exam weight will include the weight of the midterm exam. In case the instructor chooses not to make the final exam comprehensive, students who missed the midterm and filed a successful MSAF will **write a final exam that is comprehensive and different from the final exam for students who wrote the midterm. The comprehensive final exam will include the chapters on which MSAF students were not tested.**

FINAL EXAM:

The final exam is worth 25% of your final grade and will be marked individually. The exam will cover specific content covered from Chapter 10 through 17 in the textbook, readings, lectures, online materials, quizzes, class discussions and some relevant knowledge from Chapters 1 through 9. The exam will be conducted as per the midterm, on-line with details to follow. The format of the test will be similar to online quizzes and a few short answer questions.

Students who did not write the midterm and had a valid MSAF, will write a cumulative final exam that includes material from the midterm. Only one MSAF can be used per student, per term. It is highly recommended that all students write the midterm exam.

ONLINE QUIZZES:

Online quizzes will be covering material from new chapters **before** they are covered in class. The purpose of this assessment is to make sure that students read the online materials **before** class. The on-line quizzes are worth 10% of the final grade. They must be completed by each student. The weekly quiz will be made available on Avenue from 3:00pm on the Friday before class the following week and be available until noon the following Monday.

GROUP WORK: DETAILS ARE POSTED ON AVENUE

You will form a group of five (possibly 6) within the class. Students will select the group members. This will be a formal group for the full semester, working together for certain in class activities and the two reports

A. Team Contract (0%)

When creating your formal 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, work processes etc. throughout the term.

B. Report One (10%)

This report needs to be 10 pages, not including cover page, table of contents, bibliography, peer evaluation and group log. The font size must be 12. 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 have at least 3 competitors. The company must primarily focus on business-to-consumer market activities. Base your choice on the following: (1) the availability of company 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%)

This report needs to be 10 pages, not including cover page, table of contents, bibliography, peer evaluation and group log. The font size must be 12. (Based on the 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 companies as support for the existence on 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 4P's (see relevant section/pages in your textbook, MARKETING: see section one).

Report Two contains two required components:

- 1.) 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

- 2.) Marketing Mix Strategy
 - a) Product Strategy
 - b) Place Strategy
 - c) Promotion Strategy
 - d) Pricing Strategy

Marking Scheme for Both Reports

Each group will receive a maximum of 25% [Report 1 worth up to 10%;Report Two worth up to 15%] 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 One	[to a maximum of 10% of final grade]	Considerations/Requirements
Format/Clarity	20%	Review Avenue, Course Outline, Chicago Citation Guide, grammar, spelling etc.
Research	40%	Relevant information sourced from primary and secondary data
Research Analysis and Conclusions	40%	Logical and relevant as drawn from research
Report Two	[to a maximum of 15% of final grade]	
Format/Clarity	15%	Review Avenue, Course Outline, Citation Guide, grammar, spelling etc.
Component 1-	40%	Refer to the Marking Scheme and sheet on Avenue]
Component 2-	45%	[Refer to Marking Scheme on Avenue]

The two reports are designed to help students develop expertise in [a] conducting research and extracting relevant conclusions from the research, and [b] analyzing a company’s current marketing plans 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 student skills in the areas of observation, communication, and recommendations/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. For example, a Report with footnotes will not be marked as the required form 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>

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. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar [“Requests for Relief for Missed Academic Term Work”](#) and the link below;

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

ACADEMIC INTEGRITY

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. **It is your responsibility to understand what constitutes academic dishonesty.**

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.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, 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 a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

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

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation 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.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email.

RESEARCH USING HUMAN SUBJECTS

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/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce IBH 2AA3 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 SCHEDULE

Date	Topics	Details
08-Sep-21	Introductions, Course Objectives, Course Outline review, and Group setup	Lecture, Course Outline, discussion, using PPT and ZOOM
15-Sep-21	Overview of Marketing – Chapter 1 Developing Marketing Strategies and a Marketing Plan – Chapter 2	Lecture, discussion, using PPT and ZOOM
22-Sep-21	Analyzing the Marketing Environment – Chapter 3 Consumer Behaviour – Chapter 4	Lecture, discussion, using PPT and ZOOM
29-Sep-21	Business to Business Marketing – Chapter 5 Segmentation, Targeting and Positioning – Chapter 6 Student feedback on course todate, Overview of Respondus tools for online exams	Lecture, discussion, using PPT and ZOOM questionnaire, lecture, discussion
06-Oct-21	Marketing Research – Chapter 7 (inclusive of Appendix 7A) Developing New Products – Chapter 8	Lecture, discussion, using PPT and ZOOM
****NOTE****	REPORT ONE DUE TO DROPBOX ON OCTOBER 8, 2021, BY 5:00PM	Group work and upload to Dropbox
****NOTE****	MIDTERM RECESS: OCTOBER 9 – OCTOBER 17, 2021	No classes
20-Oct-21	Product, Branding and Packaging Decisions - Chapter 9	Lecture, discussion, using PPT and ZOOM

	Communicating with Confidence and Presentation Skills workshop	Professor led workshop
2021-Oct-27 **** IMPORTANT DATE ****	MID TERM EXAM - IN CLASS	2 HOURS, using RESPONDUS online tools
03-Nov-21	Services: The Intangible Product - Chapter 10 Pricing Concepts and Strategies: Establishing Value - Chapter 11	Lecture, discussion, using PPT and ZOOM
10-Nov-21	Distribution Channels - Chapter 12 Retailing and Omnichannel Marketing - Chapter 13	Lecture, discussion, using PPT and ZOOM
****NOTE****	REPORT TWO DUE TO DROPBOX ON NOVEMBER 19, 2021, BY 5:00PM	
17-Nov-21	Integrated Marketing Communications - Chapter 14 (Inclusive of Social and Mobile Marketing) Advertising, Sales Promotions, and Personal Selling - Chapter 15	Lecture, discussion, using PPT and ZOOM
19-Nov-21	REPORT TWO DUE TODAY, FRIDAY NOVEMBER 19, 2021, BY 5:00PM	
24-Nov-21	Global Marketing - Chapter 16 Ethics and Social Responsible Marketing - Chapter 17	Lecture, discussion, using PPT and ZOOM
01-Dec-21	Guest Speaker (TBC)	TBD
08-Dec-21, LAST CLASS	Term Q/A, Review of Personal Objectives, and my final thoughts	Discussion, using PPT and ZOOM