

**Commerce 1MA3
Introduction to Marketing
Winter 2023 Course Outline**

**Marketing Area
DeGroote 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.

Antirequisite(s): IBH 2AA3 and COMMERCE 2MA3

INSTRUCTOR AND CONTACT INFORMATION

Sections C01, C02

Dr. Chris Ling

Instructor

lingc10@mcmaster.ca

Office Hours (DSB 233):

Monday, from 2:30 pm – 4:00 pm

Please book by email in advance.

Teaching Assistants

Teaching assistant information will be posted on Avenue.

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

COURSE ELEMENTS

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): No

COURSE 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.

COURSE MATERIALS AND READINGS

Required:

There is a required textbook for this course. It is titled MARKETING, 5th Canadian Edition – by Grewal, Levy, and Lichti. This Winter, our course will be participating in the Inclusive Access Program through the Campus Store. Through the Inclusive Access program, you will receive the required textbook for our course in a digital, rather than print, format on the first day of class. You will be able to access the materials through Avenue to Learn.

The textbook, MARKETING (ISBN: 9781260305746), includes access to Connect with Smartbook for 12 months:

In partnering with the Campus Store to participate in this Inclusive Access program, bookstore staff have been able to negotiate special pricing for the e-text and Connect. **The price will be \$77.00.** This is a significant savings in the required course materials for this course. As part of the Inclusive Access program, the cost of the required textbook will be charged to your student account after the add/drop date for the course (**January 22nd, 2023**).

* You will need access to Connect which will be used for Smartbook and Class Activity assignments (see the section on Connect on page 6)

* See the accompanying file detailing the price you will pay and associated access that you will receive

COURSE OVERVIEW AND ASSESSMENT

Course Expectations

1. Attendance: It is our expectation that you attend **every** class. Regularly attending class has been found to correlate with success in this course and success in the commerce program.
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 actively keep up with the core material, engage in dialogues, question the theoretical concepts, and participate in class activities 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 students, that will work together for the semester. You will work as a group on several assignments and on two written reports which are core requirements of the course.
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, you are expected to complete the required Smartbook assignments prior to the material being covered in class (see the section below on Connect Smartbook). Reading the assigned

chapter(s), week by week, is strongly conducive to success in this course.

Learning results from 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

In-class test	First class of Week 4, 30 minutes duration	5%
Midterm exam	Saturday, March 11, 2023: 1:00 PM – 3:00 PM	20%
Final exam cumulative	Date and schedule to be finalized by Office of the Registrar	35%
Team Contract	Due January 27, 2023 (mandatory)	0%
Report One	Tuesday, February 14, 2023	10%
Report Two	Tuesday, March 28, 2023	15%
Class Activities	Class exercises and activities administered through Connect. Lowest activity grade will be dropped at end of the semester.	8%
Smartbook	Assignments to be completed prior to attending class. Administered through Connect/Smartbook. See below for additional information and deadlines.	7%
	Total:	100%

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 (55% of final grade).

NOTE: Any student who does not sign the team contract will receive a grade of 0% on the two group reports.

NOTE: The Team Project must be submitted online through Avenue. The Team Project is due by 5:00 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.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

COURSE DELIVERABLES

This course will be delivered in-person. Please refer to your section's A2L page throughout the semester for any new details relating to content delivery. Review the Course Schedule and complete any assigned work (e.g., Connect chapter, reading the textbook chapters) before class. Common courtesy is expected throughout the term.

Arrive to the 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.

In-class test (5%) - Individual

During the first class of week 4, an in-class test will take place. This test will be 30 minutes in duration and will cover the first two chapters of the course. This test will give students practice with university level questions and guide expectations on what to expect for the exams during the rest of the term.

Exams (55%) - 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 in-person. 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).

Through the Inclusive Access Program, you will have access to Connect starting the first day of class. You will be able to access Connect through Avenue to Learn. 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 at least eleven chapters throughout the term by each deadline. Chapters 1 to 3 are due Sunday January 22 (11:59 p.m.). You are then required to complete 4 out of 7 chapters from Chapters 4 – 10 by Sunday February 26 (11:59 p.m.), and 4 out of 7 chapters from Chapters 11 – 17 by Sunday April 2 (11:59 p.m.). While you are not required to complete every chapter for a complete Smartbook grade, for optimal learning we recommend that you try and complete every chapter **before** it's covered that week in class according to the course schedule (*i.e., Chapters 7 and 4 are covered the week of Jan 30 and we recommend you complete those Smartbook chapters by Jan 29*).

You will earn a total of 7% of your final grade if you complete all the questions by the deadlines. 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. 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 right after class ends and will stay open for a total of 24 hours (E.g., Opens on Monday at 2:30 p.m. after class, and closes on Tuesday at 2:29 p.m.). At the end of the semester, your lowest class activity grade will be dropped. This will happen automatically and you do not need to contact your instructor for this to occur.

Group Work (25%) - Group

You will form a group of five students to complete a semester long group project analyzing a public Canadian company. This project has been broken up into two reports, however you can think of both reports as connected and part of one larger "marketing plan". You are expected to contribute consistently and equally to group work. Groups can meet in-person or 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, 17th 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 textbook 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 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%
Intro/Conclusion - 5%
Component 1 - segmentation/targeting/positioning - 32%
(logical and relevant as drawn from previous research and analysis done)
Component 2 - marketing mix (further details on Avenue, if required) - 48%

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
[c] applying course concepts to develop a strategic marketing plan for a company's business division.

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 application, 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. Reports should have both endnotes **and** a Bibliography section.

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.

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.degroote.mcmaster.ca/forms-and-resources/missed-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.

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), web pages, TopHat, MS Teams, 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 1MA3 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.

PLACES TO GET HELP WITH YOUR WORK

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 (<https://libguides.mcmaster.ca/?b=s>) and the course research guide, Finding Canadian Business Information <https://libguides.mcmaster.ca/commerce1ma3>.

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 and provide guidance on areas to focus on for additional independent studying.

Commerce 1MA3 – Course Schedule Introduction to Marketing

Week #	Topics	Source	Due/ Other Topics
1 Jan.9	Course Intro Overview of Marketing	Course outline Chapter 1	
2 Jan.16	Strategic Planning in Marketing	Chapters 1 and 2	Final names of group members – January 18
3 Jan.23	Marketing Environment	Chapter 3	Team contract due
4 Jan.30	Marketing Research Consumer Behavior	Chapter 7 Chapter 4	In-class Test on Chapters 1-2
5 Feb.6	Segmentation, Targeting, and Positioning	Chapter 6	
6 Feb.13	Developing New Products Product, Branding, and Packaging	Chapter 8 Chapter 9	Report 1 due February 14
	Feb 20 – Feb 26 Mid-term recess		
7 Feb.27	Services Marketing B2B Marketing	Chapter 10 Chapter 5	
8 Mar.6	Pricing Concepts and Strategies	Chapter 11	Midterm March 11, 1:00 pm-3:00 pm
9 Mar.13	Distribution Channels Multichannel and Retail Marketing	Chapter 12 Chapter 13	
10 Mar.20	Integrated Marketing Communications Appendix on Social and Mobile Media	Chapter 14	
11 Mar.27	Promotion and Personal Selling	Chapter 15	Report 2 due March 28
12 Apr.3	Global Marketing Ethics and Socially Responsible Marketing	Chapter 16 Chapter 17	
13 Apr.10	Review for Final Exam		