

**IBH 2AA3
Introduction to Marketing
Winter 2025 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. During this course, students will learn about the 4Ps of marketing: product, price, promotion, and place.

Prerequisite(s): Registration in Level II of the Integrated Business and Humanities Program.

Class Time: Weekly, on Mondays from 2:30 pm – 5:20 pm, EST

INSTRUCTOR AND CONTACT INFORMATION

Dr. Chris Ling

Instructor

lingc10@mcmaster.ca

Office Hours (DSB 233):

Thursdays, from 2:00 pm – 4:00 pm

Please book by email in advance.

Teaching Assistant

Mr. Iman Sadeghi

sadeghii@mcmaster.ca

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: No	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. Test your skills to effectively communicate your analysis, conclusions and recommendations
5. Apply ethical principles and practices in marketing research; and
6. 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, 6th Canadian Edition – by Grewal, Levy, and Lichti. This Fall, 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: 9781265247270), 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 \$81.95.** 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 17th, 2025**).

* You will need access to Connect which will be used for Smartbook 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 my expectation that you attend **every** class. Regularly attending class has been found to correlate with success in this course and success in university. The class runs for 2 hours and 50 minutes, once a week. The time will be split to allow for lectures, class discussion, group work, breaks, etc.
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 class assignments and on two written reports which are core requirements of the course. 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, 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	Start of class in Week 3, 30 minutes duration	5%
Midterm exam	Friday, March 7, 2025: 6:30 PM – 8:30 PM	20%
Final exam cumulative	Date and schedule to be finalized by Office of the Registrar	30%
Integrated Project and Oral Presentation	Refer to the project guidelines.	30%
Class Participation	Credit given to students that complete in-class activities, answer class questions, add value to discussions.	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: 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

IBH 2AA3 MSAF Policy

Once your MSAF is approved, the student must:

1. Consult and follow the table below for missed work
AND
2. Immediately follow up with your instructor regarding your MSAF

Course Component	Result after MSAF is submitted to instructor’s email and Approved
In-class Test (5% of final grade)	5% is added to the value of the final exam
Midterm Exam (20% of final grade)	20% is added to the value of the final exam. If no MSAF is approved for a missed midterm, a score of 0% will be recorded as the midterm grade.
Class Participation Activities (Each activity worth ~1.5% of final grade)	Students will have the 1.5% added to the value of the other Class Activities.
Smartbook (Each chapter worth ~.6% of final grade)	Students will have the option to either have the .6% added to the value of the other Smartbook chapters or to receive a 48-hour extension on the original deadline.

NOTE: The McMaster Student Absence Form (MSAF) will **not** be accepted for your group assignment.

NOTE: Missed Final Exams will follow McMaster University’s [undergraduate examination policies](#). Refer to your home faculty’s website for your faculty specific policies and procedures. IBH students may review the DeGroote School of Business’ policy [here](#).

COURSE DELIVERABLES

This course will be delivered in-person. Please refer to this 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

At the start of class in week 3, 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 in marketing and guide expectations on what to expect for the exams during the rest of the term.

Exams (55%) – Individual

Exams consist of 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 (7%) - Individual

Throughout the term you will be required to complete a series of assignments through an online platform provided by McGraw Hill called Connect. 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 19 (11:59 p.m.). After this, correctly answer all of the chapter specific questions by the Sunday night before the chapter is scheduled to be covered in class (as per the Course Schedule on Page 17 of this document; *i.e.*, *Chapter 7 is covered the week of January 27 and you would complete the Chapter 7 Smartbook by Sunday January 26*), 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 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. That is, for Smartbook you are being marked only on completion and not accuracy (there are no marks deducted for wrong answers, marks are only awarded for correct answers). For optimal results, work ahead and be sure to schedule sufficient time for this work. Refresh your page regularly. **At the end of the semester, your lowest 4 chapter marks from Chapters 4-15 will be dropped. This will happen automatically, and you do not need to contact your instructor for this to occur.** While you are not required to complete every chapter for a complete Smartbook grade, for optimal learning we recommend that you complete every chapter of Smartbook.

Class Participation (8%)

Throughout the term, we will engage in in-class activities, often within your groups. These activities will serve to reinforce the theoretical concepts taught during that week and will often have practical applications. In order to receive a class participation mark for these in-class activities, your presence in class on the day when the activity takes place is required. Typically, the activity will be due 24 hours after the completion of the class; however, **no marks will be awarded to students who are absent during that week's class.**

Each student will be allowed one excused absence during the semester. To utilize your excused absence, please send an email to your Teaching Assistant. Once you have used your excused absence, you will need to submit an MSAF for any additional missed classes.

We will be using Top Hat (<https://tophat.com>) for recording class attendance. For instructions on how to download the Top Hat app, please refer to Top Hat's [Student's Getting Started Guide online](#).

Getting Started: Enrolling into your course:

Do **not** enrol into the Top Hat course directly. To enrol correctly into your course, you must first go to our Avenue to Learn course shell for IBH 2AA3, click on Content, and then click on the Top Hat folder. **Please note you cannot create a Top Hat account or enroll in the course through the mobile applications, you must use a web browser.**

Pressing the Top Hat link in our Avenue to Learn course shell directly will also ensure you are enrolled into the correct course of IBH 2AA3 in Top Hat.

Once you have clicked the Top Hat link in Avenue to Learn, you will be directed to Top Hat automatically (turn off any pop-up blockers). You will have the option to either create a student account or log in to an existing Top Hat account. If you are signing up for Top Hat the first time, please use your official school email address and use a web browser to complete the process.

Important! Use your McMaster University issued email address to create your Top Hat account.

Please note you cannot create a Top Hat account or enroll in the course through the mobile applications. You may see the message "Account not active or Additional Materials Required" when attempting to enrol in the Top Hat Course via the mobile app. To resolve this, please first enrol and purchase the required content (when prompted) on a web browser (Google Chrome or Firefox is recommended for the best experience).

Once you have successfully linked your Avenue to Learn and Top Hat account, you may log-in and access Top Hat directly using the mobile application.

Integrated Project Work (30%) – Group (Additional details are posted on Avenue)

The second year integrating project is an exercise in experiential learning with the goal of enhancing students' understanding of real business issues and challenges. As the integrative project for all your IBH courses this semester (i.e., IBH 2AB3, IBH 2AC3, IBH 2AA3, IBH 2BA3), the project will give you an opportunity to consider how the concepts and techniques discussed in the program apply to real business challenges and opportunities.

A team of approximately individuals (6) will take on the role of a consulting engagement team for a publicly- traded Canadian company whose business model is primarily business-to-consumer. Please remember that a team is a small number of people with complementary skills who are committed to a common purpose and high performance for which they hold themselves accountable. (Please view the teamwork exhibited by Geese in flight!).

Teams will be formed by IBH program Director's office and communicated to the panel of instructors (nainar@mcmaster.ca; lingc10@mcmaster.ca; ormullh@mcmaster.ca; wagnernm@mcmaster.ca). Once the IBH program Director's office makes known the student groups, each team will select a Group Coordinator who will liaise with the Professor(s) and each team will be assigned a primary faculty adviser who will be the first point of contact for the team on the project.

The main deliverables for this project will include a written report and a class presentation, which should be prepared as though you are a consulting engagement team presenting recommendations to the organization's board of directors. In other words, you get to pretend (dry-run) to be a *Management Consultant*. You will also complete activities to support the development of your team and teamwork skills. The project is worth 30% of the final grade in each of your 4 IBH courses this semester.

General Instructions

The team is required to select a company; investigate publicly available information about that company to develop an understanding of its challenges and opportunities; and develop a series of recommendations that would enable the company to effectively respond to one or more of these challenges and opportunities. The recommendations you make must be based on research and analysis and must consider and address multiple dimensions of the business, including accounting, information system principles, marketing analysis, human resources processes, ethical and environmental considerations and other such business-related issues.

Organizations can use a variety of strategic initiatives, programs, etc. to respond to challenges and opportunities in their environment. These initiatives and programs can relate to accounting, information system principles, marketing, ethics, environmental considerations, and human resources processes. Examples include customer loyalty programs, retail gift cards, corporate restructuring obligations, job redesign, air miles programs, product liability lawsuits, environmental liabilities, and employee benefit programs.

Choose the most relevant items for your company from amongst the examples above, or from other concepts covered in the program. Research your choices using, as appropriate, international and Canadian sources, and prepare recommendations in these areas for your organization.

Note - You are not to contact the organization or interview people for this project. You must use publicly available sources available through the library, internet, etc.

Evaluation & Components

The integrating project has the following marks breakdown:

Component	Weight	Due Date
Team Development	Team Contract 1% Peer Evaluation 0.5%	Friday January 31 st @ 4pm Friday April 11 th @ 4pm
Project Update		Friday February 28 th @ 4pm
Presentation	Group Presentation 8% Presentation Evaluation 0.5%	Tuesday April 1 st @ 2:30pm Friday April 4 th @ 4pm
Report	Written Report 20%	Tuesday April 8 th @ 4pm
Total	30% of course grade	

Team Development

The integrative project includes two deliverables intended to support the development of a well-functioning project team.

1. **Team Contract**

The creation of the team contract is intended to help foster a positive working relationship within your team by setting some expectations for your work together. A detailed assignment document will be provided in class in week 1 and the contract is due no later than **4pm on Friday, January 31st**. A group assignment box for submission of the contract will be in the IBH 2AB3 A2L course.

Teams will also be asked to identify the company that they would like to select as the subject of their integrating project in this submission. This will allow the instructors to ensure that each group chooses a unique company ahead of the project update deliverable the following month.

2. **Peer Evaluation**

At the end of the term, each student will be asked to reflect on your time working as a group throughout the term and complete a peer evaluation form for teamwork. A two-page form for you to complete will be provided, which should be submitted to the assignment box in the IBH 2AB3 A2L course no later than **4pm on Friday, April 11th**.

Project Update

Teams should submit a 1-page project update by **4pm on Friday, February 28th**. The update should describe the team's progress to date and plan for the remainder of the term. This update will not be graded; rather it acts as a nudge to ensure that the project teams are well underway in their project work. Many of you will encounter this as timesheets in your work environment upon graduation. A group assignment box for submission of the contract will be in the IBH 2AB3 A2L course.

Group Presentation

Each group will give a presentation of their report in class on **Tuesday, April 1st**. The presenting group will have 20 minutes maximum (and a minimum of 15 minutes) to present the highlights of its project. Please note that this is a group presentation, so one person cannot present but rather it has to be a group effort. Following the presentation, the rest of the class is expected to fully participate in the discussion of the highlights presented for a maximum of about 5 minutes. All students are expected to attend all presentations. Please provide a digital copy of your slides to the instructor panel at least **one hour prior to class**, a group assignment box for submission of the contract will be in the IBH 2AB3 A2L course.

Presentation Evaluation

All students are expected to attend all of the presentations on Tuesday April 1st. Each student will be expected to complete an evaluation of the presentation of three other groups from the class. The assignment of which presentation to evaluate and an evaluation form will be provided before class. An individual assignment box for submission will be available in the IBH 2AB3 A2L course and due before Friday April 4th @ 4pm.

Report

Each group will submit written report for their integrating project. Overall, the body of the report excluding the table of contents, executive summary and appendices should not exceed 20 double-spaced printed pages with font size not below 12-point font. The written project report is due no later than **4:00 p.m. on Tuesday, April 8th, 2025** and a group assignment box for submission of the contract will be in the IBH 2AB3 A2L course.

The written project report should contain:

* Table of Contents

* Executive Summary

This is a free-standing summary of the total report. It should be written last and should not exceed one page.

* Introduction

This may include brief history of the industry and company chosen and why they were chosen for study etc.

* Conception of Business Issue (s)

This should minimally include a SWOT and PESTLE analysis and result in the identification of approximately 3 business issues to explore more deeply in the following section.

* Analysis of Business Issues

Deeper dive into component issues in HR, IS, Marketing, and MA as appropriate. The issues identified may align more closely with some course topics than others, and that is fine. Students should not feel pressured to force content from each of the classes to the exploration of each issue, rather should apply concepts learned where they fit.

* Conclusion

This section will state the important findings etc.

* References

Ensure all references are cited in the body of the report and vice-versa.

* Appendices

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.

Students who have concerns about the course content, evaluation methods, or delivery should first reach out to the course instructor. If your concern remains unresolved after speaking with the instructor, you may then reach out to the Marketing Area Chair, Professor Mandeep Malik for further consideration.

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.

GENERATIVE AI

Students may use generative AI in this course in accordance with the guidelines outlined for each assessment, and so long as the use of generative AI is referenced and cited following [citation instructions](#) given by McMaster University’s Library. Use of generative AI outside assessment guidelines or without citation will constitute academic dishonesty. It is the student’s responsibility to be clear on the limitations for use for each assessment and to be clear on the expectations for citation and reference and to do so appropriately.

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 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.

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.

IBH 2AA3 – Course Schedule Introduction to Marketing

Week #	Topics	Source	Due/ Other Topics
1 Jan.6	Course Intro Overview of Marketing	Course outline Chapter 1	
2 Jan.13	Strategic Planning in Marketing	Chapter 2	
3 Jan.20	Marketing Environment	Chapter 3	In-class Test – Chps 1-2
4 Jan.27	Marketing Research Consumer Behavior	Chapter 7 Chapter 4	
5 Feb.3	Segmentation, Targeting, and Positioning	Chapter 6	
6 Feb.10	Developing New Products Product, Branding, and Packaging	Chapter 8 Chapter 9	
	Feb 17 – Feb 23 Mid-term recess		
7 Feb.24	Services Marketing B2B Marketing	Chapter 10 Chapter 5	
8 Mar.3	Pricing Concepts and Strategies	Chapter 11	Midterm March 8, 6:30 pm- 8:30 pm
9 Mar.10	Distribution Channels Multichannel and Retail Marketing	Chapter 12 Chapter 13	
10 Mar.17	Integrated Marketing Communications	Chapter 14	
11 Mar.24	Appendix on Social and Mobile Media	Chapter 14	<i>Special lecture topic: How to make persuasive presentations and win over your audience</i>
12 Mar.31	Promotion and Personal Selling	Chapter 15	Review for Final Exam
13 Apr.1	Final Presentations		Present your integrated projects