

MKTG 341 – W16

Introduction to Marketing

Course Outline Winter 2016

INSTRUCTOR	Gabriela Santamaria, MBA
TELEPHONE	403-220-8738- Sessional Office Marketing and Entrepreneurship
OFFICE	SH492- Sessional Office Marketing and Entrepreneurship
EMAIL	lgsantam@ucalgary.ca
OFFICE HOURS	By appointment only
WEBSITE	http://d2l.ucalgary.ca
LECTURE LOCATION	You can find the location here: http://ucmapspro.ucalgary.ca/RoomFinder/
LECTURE TIME	Monday / Wednesday 15:30 – 16:45

COURSE DESCRIPTION MKTG 341 is an introductory course in marketing, created for non-management students, and is designed to introduce organizational and social aspects of marketing principles and practices. Topics will cover basic marketing concepts, societal issues, decision-making processes of marketers related to products, pricing, promotion, and distribution alternatives.

COURSE LEARNING OUTCOMES Upon successful completion of this course, students will be able to:

- Identify the marketing core concepts used by marketing decision makers.
- Explain the function of marketing as a key driver and shaper of any organisation.
- Demonstrate analytical and decision-making skills to create basic marketing strategies and tactics for a product or service.
- Formulate a basic marketing plan.
- Demonstrate effective communication and group collaboration skills.

REQUIRED TEXTBOOK AND/OR MATERIALS **Marketing: An Introduction, Fifth Canadian Edition**
 Gary Armstrong, University of North Carolina
 Philip Kotler, Northwestern University
 Valerie Trifts, Dalhousie University
 Lilly Anne Buchwitz, San Jose State University
 SBN-10: 0133581586 • ISBN-13: 9780133581584
 Publisher: Pearson Education Canada, 2014

APPROACH TO LEARNING

This course uses a variety of approaches to learning in class and online including: learning activities, readings, group exercises, discussions and self-assessment.

You are required to participate actively with your peers and contribute throughout the entire course. Consider this course and those involved as your learning community. You are expected to contribute experiences and ideas that promote discussion and understanding of course concepts.

CLASS PREPARATION & DESIRE2LEARN (D2L)

Lectures focus on the material presented in the textbook and general discussion relating to the topic(s) outlined in the lecture schedule. Students are expected to read the assigned text chapters and readings before class, and be prepared for class discussion. Important information and additional readings for **MKTG 341** are posted on Desire2Learn (D2L). Students should regularly check the Announcements section of D2L for ongoing notices.

Your instructor may not necessarily cover all of the materials in the chapter, but it is the responsibility of the student to understand the concepts presented in the textbook and lectures. If you are unsure of any of the concepts, please take the initiative to ask the instructor during class.

CONTACTING YOUR INSTRUCTOR

Students requiring assistance are encouraged to speak to their instructor during class or during their office hours. Should you wish to meet with the instructor outside of office hours, please email the instructor to make an appointment. Students should get into the habit of making and keeping business appointments.

PROPER BUSINESS USE OF EMAIL

Email is commonly used by students to communicate with their instructor. However, it does limit the effectiveness of the communications and may not be the best way for instructors to answer student questions, especially those requiring an explanation of concepts covered in this course or some personal concerns. Therefore the instructor may request a telephone call or personal meeting.

- Please allow 2 business days to receive a response.
- **Please note: Instructor WILL NOT respond to questions regarding an assignment or exam within 24 hours of the assignment due date/time or exam start time.**

INTERNET & ELECTRONIC COMMUNICATION DEVICES

Any surfing of the Internet during lectures that is not directly related to the class discussion is distracting and strictly forbidden. Additionally, the use of any electronic devices (e.g., cellular phones/smartphones) for e-mailing, text-messaging, etc. is strictly prohibited.

Please turn OFF your phone before the beginning of each lecture.

COMMUNICATING ONLINE & NETIQUETTE

Be mindful of your online writing style and respectful in your interactions with others. When you are sending (posting) information, please review your writing before you post to ensure it is well-organized, succinct and on topic. Run it through a spelling and grammar check to eliminate errors. Think and plan before you write.

From the receiving perspective, be aware that you are reading words without the social cues of voice and body language. It is easy to misinterpret someone's words and what you apply to the words through your own filters may or may not be what the writer intended. As a rule, it is always better to ask for clarification than to make assumptions.

GRADE DISTRIBUTION	ASSIGNMENT #1 <i>Due Date: February 7th</i>	Segmentation	10%
	ASSIGNMENT #2 <i>Due Date: March 21st</i>	Branding & Promotion Mix	14%
	ASSIGNMENT #3	Online Discussion Participation	6%
	ASSIGNMENT #4 Group Project <i>Project Advancement =5% Due Date: Feb 29</i> <i>Written project= 15% Due Date: Mar 30</i> <i>Final Presentation= 5% Due Date: TBD</i> <i>Peer Evaluation= 10% Due: Feb 29 & Mar 30</i>	Marketing Plan	35%
	ONLINE QUIZZES <i>Due Date: TBD</i>		15%
	FINAL EXAM		20%
		Total	100%

CLASS PARTICIPATION & ATTENDANCE

Participation is essential elements in the learning process. One important aspect of education includes peer learning. Students often have relevant and thought provoking ideas and experiences to share. Furthermore, students often pose challenging questions that contribute to the learning process.

- Students are expected to come to class fully prepared to participate and contribute to the class discussion in a meaningful manner. It is within the discretion of the instructor to determine the appropriate grade.
- Unless the inquiry is personal, please post general questions or additional resources you want to share in the Learning Community Forum discussion topic.
- Whenever possible, you are encouraged to direct your questions and comments to the discussion board where your peers can read and respond. This helps to build a strong learning community.

ASSIGNMENTS: #1 AND #2

Assignments must be submitted in **WORD via dropbox in D2L**.

- You should not discuss the write-ups with anyone else before class. All analysis, writing, and appendices must be your own (see Academic Honesty below).
- NO cover page. Include your name and student ID number in the Header along with the assignment number as follows:

- 1.
- 2.
- 3.

- Assessment rubrics are included in each of the assignments.
- Use font size NO LESS than 11pt. One-sided.
- Late submissions will be penalized. Proper documentation must be presented in case of illness.

ASSIGNMENT #3: ONLINE DISCUSSION PARTICIPATION Your participation in online discussions throughout the course is worth 10% of your final grade. Throughout the course there are discussion activities that prompt you to share your thoughts, ideas, and knowledge with the class. Make sure you pay attention to these and complete them as required. Each posting is expected to be succinct and meaningful.

You are expected to post a minimum of two substantive comments per assigned graded discussion topic. Your initial comment should address the discussion topic, and should be a critical assessment of the issue. Your second comment should be well considered response to one of the comments posted by one of your peers.

ASSIGNMENT #4: GROUP PROJECT Students will be assigned a group project that will allow students to build on the skills and theories learned in this class. Groups will be assigned by the instructor in the third week of class after the drop deadline.

Detailed instructions for ALL assignments will be provided separately posted on D2L.

GRADE SCALE The Haskayne School of Business endeavours to ensure consistency of final grades across courses and sections. Variations in distribution will always be considered by the instructor where called for by the performance in each individual class. The student does not have any 'right' to a certain grade, but is responsible for earning grades. The instructor has unfettered discretion to evaluate student performance and assign all grades.

A+	89.5 - 100	B+	77.5 – 79.4	C+	67.5 – 69.4	D+	54.5-59.
A	84.5 - 89.4	B	74.5 – 77.4	C	64.5 – 67.4	D	50 – 54.

A- 79.5 - 84.4 B- 69.5 – 74.4 C- 59.5 – 64.4 F < 50

DEFERRED EXAMS Writing of a midterm or final exam after the normal scheduled date may be allowed in cases of illness, domestic affliction, or religious conviction. If you are requesting a subsequent midterm you must contact your instructor before the exam and proper documentation must be submitted prior to approval of a subsequent midterm. Please refer to the current University of Calgary Calendar for more information.

If your absence is due to illness a doctor's note must be provided that explicitly states both a start and end date from which the student has been deemed unable to write the exam. Any note without this information explicitly written will NOT be considered an acceptable reason for an exam deferral and a grade of zero will be recorded for the exam.

Students absent from the midterm or final exam for any reason must notify their instructor within 48 hours of the end of the missed examination. Failure to provide notice to your instructor within 48 hours will result in an exam grade of zero. Any documentation necessary for a deferral must be provided within 2 business days of the examination. Failure to do so will result in a grade of zero for the midterm exam.

APPEALING AN EXAM GRADE As the grading of any exam is open to human error, please feel free to question your results. Students have *fifteen calendar days* (15) from the posting of the exam results to appeal an exam grade. Students are encouraged to consult the current University Calendar for more information.

PARTICIPATION IN MARKETING RESEARCH Students enrolled in Marketing 341 classes will be eligible to earn bonus credit by participating in academic marketing research projects. Each study completed will be worth a 1% bonus towards the final grade and each student may earn up to a 2% bonus by participating in a total of two studies.

Research participation will provide students with first-hand knowledge of the types of behavioural research typically conducted in the field of marketing. In addition, one of the researchers will present the findings of the research in a subsequent class.

How the participation works:

Studies will be scheduled at various times in Scurfield Hall and students will be free to choose the time that is most convenient for them. Times to complete studies will be posted on blackboard throughout the semester under the tab "RESEARCH PARTICIPATION" and if you have any questions about participation contact Mehdi Murali (mehdi.murali@haskayne.ucalgary.ca). Each study session will take no longer than one hour to complete.

Participation for the marketing research component of the class will begin during the first week of classes and must be completed by **April 1st, 2016**.

Please note that your participation will be recorded by the researcher AND you will receive a receipt for participating. Please keep your receipts and check to ensure that you have received your bonus credits at the end of the semester. Participation in studies is completely voluntary and students are not obligated to participate in research for credit. If for some reason a student does not wish to participate, but wishes to receive the bonus credit, they may also receive credit by providing a summary of a marketing research article. A student wishing to take this option must contact the Marketing Research Participation Coordinator, Mehdi Mourali (mehdi.mourali@haskayne.ucalgary.ca). Article summaries also must be received by the Marketing Research Participation Coordinator in hard copy at the Marketing Area Secretary's desk by 4PM on **April 1st, 2016**.

Ethics:

All research projects have been approved by the Conjoint Faculties Research Ethics Board. If students experience any problems when participating in a study, or have any general questions about earning bonus credit, they should first contact Dr. Mehdi Mourali (Marketing Research Participation Coordinator) at mehdi.mourali@haskayne.ucalgary.ca. If students have any further concerns about their rights or treatment as a research participant, they may contact Bonnie Scherrer, Research Services Office, at 220-3782 or bonnie.scherrer@ucalgary.ca.

EMERGENCY EVACUATION PLAN

In the event of an emergency, the building must be evacuated and all individuals are to meet at a predetermined location. Additional information on the emergency procedures and the list of rendezvous points can be found here <http://www.ucalgary.ca/emergencyplan/assemblypoints>.

UNIVERSITY REGULATIONS

Academic Accommodation:

The **Student Accessibility Services (SAS)** offers services to students with documented disabilities ranging from learning deficit, learning disabilities, chronic health issues, hearing and visual impairment, disabilities and temporary impairment due to accident, illness or injury. It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than fourteen (14) days after the start of this course.

Academic Honesty:

Academic honesty is the cornerstone in the development of knowledge. A single offence of cheating, plagiarism or other academic misconduct on term work, tests or final examinations or assignments can lead to disciplinary probation, suspension or expulsion from the Faculty by the Dean. If a student allows his/her name to stand on group work when in fact there is essentially no contribution made, then that student is guilty of academic misconduct. Please refer to the current University Calendar for further details.

Plagiarism:

Plagiarism involves submitting or presenting work as if it were the student's own work when it is not. Any ideas or materials taken from another source written, electronic, or oral must be fully and formally acknowledged. Plagiarism includes but is not limited to:

- (a) The work submitted or presented was done, in whole or in part, by an individual other than the one submitting or presenting the work (this includes having another impersonate the student or otherwise substituting the work of another for one's own in an examination or test),
- (b) Parts of the work are taken from another source without reference to the original author,
- (c) The whole work (e.g., an essay) is copied from another source, and/or,
- (d) A student submits or presents work in one course which has also been submitted in another course (although it may be completely original with that student) without the knowledge of or prior agreement of the instructor involved.

While it is recognized that scholarly work often involves reference to the ideas, data and conclusions of other scholars, intellectual honesty requires that such references be explicitly and clearly noted. Plagiarism is an extremely serious academic offence.

It is recognized that clause (d) does not prevent a graduate student incorporating work previously done by him or her in a thesis or dissertation.

Software Policy:

Faculty, students and staff of the University of Calgary are expected to use software in a lawful manner in accordance with the Canadian law of copyright and the software's specific license conditions.

Copyright and Photocopying:

All material used in this course is for the sole use of the individual and should not be recopied either in print or digital format. For copyright guidelines and University of Calgary policies please visit: <http://library.ucalgary.ca/copyright>. All copyright related questions can be directed to the Copyright Office: copyright@ucalgary.ca.

Recording Lectures:

Recording of lectures and labs is permitted for individual private study, only at the discretion of the instructor. Any other use of recording constitutes Academic Misconduct and may result in suspension or expulsion. Both the student and the instructor must sign the appropriate Release Form to facilitate recording lectures or labs.

OTHER INFORMATION

Counselling and Student Development Centre: The Counselling Centre focuses on three major areas: personal counselling, career development and academic success. Should you require assistance, please phone 220-5893 or review the website at: <http://www.ucalgary.ca/counselling/>

Student Accessibility Services (SAS): Student Accessibility Services exists to create an accessible and inclusive educational environment for those students with permanent disabilities or temporary impairments. <http://www.ucalgary.ca/access>

Students' Union Representative:

Email: haskayne1@su.ucalgary.ca
haskayne2@su.ucalgary.ca

Freedom of Information and Protection of Privacy Act: For information on the Freedom of Information and Protection of Privacy Act please visit <http://www.ucalgary.ca/secretariat/privacy>

Safe Walk: <http://www.ucalgary.ca/security/safewalk>

Office of the Ombudsperson: <http://www.su.ucalgary.ca/page/quality-student-life/health-lifestyle/student-ombuds>

Haskayne Undergraduate Statement of Student Responsibility

RESPONSIBILITY is:

Respect for Everyone I care about, impact and represent, So I make a Positive impact On my Neighbors, peers, colleagues, and family. Staying responsible Is what keeps me grounded By reminding me the way I Live is Influenced by The actions of others; my actions impact You – today and in the future.

As a Haskayne School of Business Student:

- When faced with tough choices, I have a responsibility to ensure that alternatives are explored, their consequences understood, and priorities are set based on ethical values so that “win-win” solutions are possible.
- I am accountable for my actions and responsible for their consequences – both in the short and long term.

- I will be consistent in my actions, words, and intentions so they reflect commitment to my ethical and responsible core values.
- I can play a role in respectfully raising awareness among others and encouraging my peers and colleagues to find positive solutions to ethical challenges.
- I will develop and sustain lasting relationships through open and honest communication, and demonstrating personal integrity.
- I have the responsibility to strive for a career and life that embody my passions and reflect my sound values while living to an ethical standard.
- It is my responsibility as a student to develop to my full potential and in turn make a positive contribution to the world around me. It is my social responsibility to help my fellow students, coworkers, and members of the community at large to fully realize their potential as well.
- I am responsible for shaping a positive world for future generations, including the management of my own ecological footprint and respect for the environment in my decisions and actions.
- I have a responsibility to embrace, encourage, and sincerely accept diversity. Diversity of opinion, background, and belief is a competitive advantage and helps build a positive future.

My ethics become “real” when I choose to live my life in a way that is true to my core values. It is my responsibility to live ethically – no one can do it for me.

This statement was created with the input of over 400 Haskayne undergraduate students in the 2008 – 2009 academic year. It was officially unveiled March 20, 2009 at the Corporate Social Responsibility and Sustainable Development Program conference on Corporate Tools. This statement applies to add undergraduate students at the Haskayne School of Business, University of Calgary.

Class Schedule & Topics: Important dates (e.g. Block Week, Lecture start dates, Reading Week, etc.) can be found at the following web site: <http://ucalgary.ca/pubs/calendar/current/academic-schedule.html>

	Date	Topic	Student Tasks	
Week 1	Monday	January 11, 2016	Course Overview Marketing: Creating and Capturing Customer Value	Read Chapter 1
	Wednesday	January 13, 2016	Marketing: Creating and Capturing Customer Value Company and Marketing Strategy	Read Chapter 1 & 2
Week 2	Monday	January 18, 2016	Marketing Strategy Analyzing the Marketing Environment	Read Chapter 2 & 4
	Wednesday	January 20, 2016	Analyzing the Marketing Environment	Read Chapter 4
Week 3	Monday	January 25, 2016	Managing Marketing Information to Gain Customer Insights	Read Chapter 5 Team Formation your presence is needed
	Wednesday	January 27, 2016	Segmentation, Targeting, and Positioning	Read Chapter 7
Week 4	Monday	February 1, 2016	Segmentation, Targeting, and Positioning	Read Chapter 7
	Wednesday	February 3, 2016	Managing Marketing Information Customer and Business Buyer Behaviour	Read Chapter 5 & 6 Written Assignment #1 Due: Segmentation February 7th
Week 5	Monday	February 8, 2016	Customer and Business Buyer Behaviour	Read Chapter 6
	Wednesday	February 10, 2016	Developing and Managing Products and Services	Read Chapter 8
Week 6	Monday	February 15, 2016	Reading Week No Lecture or Office Hours	Reading Week
	Wednesday	February 17, 2016	Reading Week No Lecture or Office Hours	Reading Week Online Discussion 1 Due: February 17th
Week 7	Monday	February 22, 2016	Brand Strategy and Management	Read Chapter 9
	Wednesday	February 24, 2016	Brand Strategy and Management	Read Chapter 9
Week 8	Monday	February 29, 2016	Group Project- First Presentation 5-minute presentations	Presentation & Project Advancement Due First Peer Evaluation Due
	Wednesday	March 2, 2016	Advertising and Public Relations	Read Chapter 12

		Date	Topic	Student Tasks
Week 9	Monday	March 7, 2016	Advertising and Public Relations	Read Chapter 12
	Wednesday	March 9, 2016	Digital Marketing	Read Chapter 14
Week 10	Monday	March 14, 2016	Direct Marketing	Read Chapter 14 Online Discussion 2 Due: March 15th
	Wednesday	March 16, 2016	Personal Selling and Sales Promotion	Read Chapter 13
Week 11	Monday	March 21, 2016	Pricing: Understanding and Capturing Customer Value	Read Chapter 10 Written Assignment #2 Due: Branding & Promotion Mix
	Wednesday	March 23, 2016	Marketing Channels	Read Chapter 11
Week 12	Monday	March 28, 2016	Sustainable Marketing: Social Responsibility and Ethics	Read Chapter 3
	Wednesday	March 30, 2016	Group Project- Presentations No Lecture	Presentation Assig. #4 Due (Group Project) Marketing Plan - All teams Second Peer Evaluation Research Participation/Article Summaries Due March 31st
Week 13	Monday	April 4, 2016	Group Project- Presentations No Lecture	Presentation
	Wednesday	April 6, 2016	Group Project- Presentations No Lecture	Presentation
Week 14	Monday	April 11, 2016	Concepts Review and Exercises	Bring questions! Online Discussion 3 Due: April 10th
	Wednesday	April 13, 2016	Concepts Review and Exercises	Bring questions!
<i>Final exams are scheduled by the Office of the Registrar</i>				
Please note: Two weeks before the end of the semester there will be an in class USRI (Universal Student Rating of Instructor) available for completion. By completing the evaluation you will assist us in improving our courses.				

Please note: At the University of Calgary, feedback provided by students through the Universal Student Ratings of Instruction (USRI) survey provides valuable information to help with evaluating instruction, enhancing learning and teaching, and selecting courses. Typically these surveys are done either in class or online during the last two weeks of classes. Your responses make a difference – please participate in the USRI surveys. For more information, please visit <http://ucalgary.ca/usri>.