Introduction to Marketing – BUS 210 003
COURSE OUTLINE

Semester: Winter 2020
Class Time: Wednesday 19:00-21:45
Class Room #: ED 623
Instructor: Dr. Lisa Watson
Office Hours: Tuesdays 3:00-3:45pm, Wednesdays 6:00-6:45pm, open door policy, and by appointment
Office: ED 512.3
Phone: 306-337-2389
Email: lisa.watson@uregina.ca (please see email expectations)
Twitter: @lwatson_ca

Pre-requisites: BUS 100 and ADMN/BUS260 (co-requisite)

Student Accessibility:
If there is any student in this course who, because of a disability, illness or injury, may have a need for special accommodation, please contact the Centre for Student Accessibility at 585-4631 or accessibility@uregina.ca. You may also visit their offices in RC 251 or click here to learn more about available services and the registration process.

Textbook: Lamb, Hair, McDaniels, Boivin, Gaudet and Shearer, MKTG, 4th Canadian Edition. (You may use earlier editions of this textbook at your own risk)

Cases: You will also use several case studies throughout the term, which will be made available through URCourses. The cost of case study permissions (approximately $15.00) will be charged to your student account after the course add/drop date has passed at the end of Week 2, with no available refund.¹

Course Description:
This course is designed to teach you how to create successful marketing exchanges with customers that offer sustainable benefit to both the customer and the marketer. To facilitate the exchange, the marketer must understand consumers and their needs to offer something of value to the customer and get something of value in return.

Strategic navigation of the marketing planning process will help to create lucrative relationships with consumers that translate into long term profitability for the company. Through this process marketers identify opportunities, develop strategies and use the tools at their disposal to successfully create and exchange value with customers.

¹ Rationale: Permissions are paid for in full by the faculty on your behalf at that time. When a permission is paid for, one is paying for the opportunity to access a particular piece of intellectual property, not for actually accessing it. Should an individual choose not to access an item for any reason, no refund or cost savings is provided to the faculty to pass on to the student.
Learning Objectives:

1. To develop a customer value driven approach to the marketing planning process.
2. To be able to identify and develop strategic opportunities for creating sustainable marketing exchanges.
3. To understand how to develop credibility with customers in order to facilitate sustainable marketing exchanges.
4. To be able to consistently apply the appropriate marketing tools to facilitate sustainable strategic marketing exchanges.

Course Regulation and Requirements:

This is a business course. Accordingly, an appropriate level of professionalism is expected.

1. Please come to class prepared and having read the assigned materials for the week.
2. Please arrive to class and hand in assignments on time.
3. Please refrain from talking unless it is to make a direct class contribution.
4. Should you bring a laptop to class, please sit in the back row and use it for relevant in-class purposes only. Research has proven that students who use laptops in class and students sitting near them who are able to see their screens earn grades that are on average 11-17% lower than other students in the same class.

Research further shows that, on average, students who take handwritten notes outperform students who take notes on laptops by a significant margin on conceptual application of class material.

5. Please turn off your cell phone prior to entering the classroom. Texting under the table is just as disruptive to the students around you as other non-class related activities.
6. Students are expected to abide by the regulations of the University of Regina. See the University Calendar for more information. Be sure that you understand these regulations.
7. Plagiarism and cheating constitute academic misconduct will not be tolerated. Proper respect for and full disclosure of other people’s intellectual property is mandatory and will be strictly enforced in every instance. See the Handout on Academic Misconduct found on URCourse for more information.
8. Late assignments will not be accepted and will receive a grade of zero (0%) unless approved in advance and/or proper documentation is provided (e.g. medical or death certificate).
9. Ask permission, not forgiveness. If (beyond an emergency situation) you believe that you have a legitimate reason to require special consideration or a deadline extension, discuss the issue with your professor in advance. Providing excuses on the day or asking forgiveness after the fact shows a lack of preparedness on your part and will not work in your favour.
10. Electronic-only assignment submissions will only be accepted as requested by the professor or under exceptional circumstances (e.g. medical emergencies, extreme weather, etc.).
11. You are responsible for all course materials whether or not you were in class when they were covered. Please be sure to exchange contact information with a fellow student who can take notes for you if you are absent.
12. Students should bring their student ID card or other government photo ID to the final examination and abide by the examination regulations set forth by the invigilator.
13. If you miss the final examination you must arrange for a deferred examination through the faculty. Proper documentation will be required and university procedures must be followed.
Email Expectations:

This is a business course. Accordingly, *an appropriate level of professionalism in electronic correspondence is expected*. Remember, anything that you transmit electronically can be just as permanent as a paper document.

1. Please use formal business format when corresponding with your instructor via email. Use a formal greeting, body and closing. (Note: “Hey” is not a formal greeting.)

2. Please avoid using slang, texting short forms, and inappropriate language or tone in emails to your instructor.

3. Please allow a reasonable amount of time for your instructor to respond to messages. I limit checking my work email to while I am at work and I have a large number of students. This means that I will not typically respond to student emails on weekends and it may take me a bit of time to get through Monday morning and “crunch time” backlogs.

*Email is not always the most appropriate medium for communicating.* It can be particularly limiting when it comes to identifying learning roadblocks and providing student feedback. Sometimes two-way communication such as a telephone call or face-to-face meeting is a far more effective way to ask questions and have them answered.

1. Please only send emails that I can quickly and easily respond to in a return email. For answers to more in-depth questions, please arrange to see me in my office or provide a telephone number and request that I call you.

2. Please do not email me assignments as attachments in advance of the due date and ask for general feedback via return email. Instead, either come to my office or request a telephone appointment to ask me to address any specific questions or concerns that you may have.

Finally, please send email directly to lisa.watson@uregina.ca to ensure a timely response.

Turnitin Policy:

Your instructor may require you to use Turnitin for some aspects of this course. The benefits provided by Turnitin are twofold. First, it may be used as a learning tool when preparing papers that require citation of other people’s intellectual property. Second, it protects your intellectual property by discouraging others from plagiarizing your work in the future. More information about Turnitin and how to use it may be found on URCourses.

Faculty of Business Administration Participant Pool:

The Faculty of Business Administration Participant Pool provides students with the opportunity to participate in research related to the concepts that they study. Participation in studies allows students to earn research credits that they can allocate toward eligible business classes (to a maximum of 2% per eligible class). For more information about our participant pool, how it works, classes that are eligible for research credits, current research participation opportunities, and how to register, please visit the faculty website.
**Time Allocation Expectations:**

It is expected that students will devote an appropriate amount of time to this course. Assuming a 40 hour full-time work week and 5 courses per term for a full-time student, an average of 8 hours of work per course per week is expected over a typical 13 week term. This is how I recommend your time be allocated.

<table>
<thead>
<tr>
<th>Recommended time allocation*</th>
<th>Hrs/wk†</th>
<th>Ttl Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class time</td>
<td>2.75</td>
<td>35.75</td>
</tr>
<tr>
<td>Assigned readings and class preparation</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>Integrative case preparation</td>
<td>0.5</td>
<td>6.5</td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>2</td>
<td>26</td>
</tr>
<tr>
<td>Other studying</td>
<td>0.75</td>
<td>9.75</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>8</strong></td>
<td><strong>104</strong></td>
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</tbody>
</table>

* This time allotment is for the semester only and does not include extra time during the final exam period.
† It is, of course, recognized that these numbers are averages only and that some weeks will require more or less work on some assigned tasks than others.

**Course Assessment:**

**Preparation & Participation Component**
- Polling, in-class, & homework exercises 10%
- Integrative case preparation notes (2 x 5%) 10%

Subtotal 20%

**Marketing Plan Brief Component**
- Initial Concept submission* 0%
- Draft submission* 0%
- Final Report submission 25%
- Class Presentation 10%

Subtotal 35%

**Individual Testing Component**
- Midterm Test 15%
- Final Examination 30%

Subtotal 45%

**TOTAL** 100%

* An assessment weighting of zero does not make that assessment item optional.

** You must achieve a clear pass on your individual testing component to be able to get an overall pass in this course. Failure to meet this requirement will result in a maximum grade of 49% in the course.
Polling, In-Class, & Homework Exercises

**Polling:** We will use an on-line polling system regularly in this course. You can use your laptop, smartphone, or a provided device called a “clicker” to participate. Each student choosing to use a remote will be assigned a clicker number at the beginning of the term. You are responsible for retrieving your clicker at the beginning of class time and returning it at the end of class time. Be aware that failure to return your clicker can detrimentally affect other students; as several students can use the same clicker on any given day. Should you lose your clicker, you will be responsible for its replacement cost of $75. Your final grade will not be assigned until the clicker has been returned or paid for.

Polling may be used for a range of activities. For example:

1. Verifying comprehension of course content.
2. Establishing opinions on issues being discussed in class.
3. Group decision-making on class-wide learning activities.
4. Interactive demonstration of course concepts.

You will earn credit for your level of participation in responding to questions.

**In-class Exercises:** Students will be assigned short in-class exercises (which may include discussions and taking up cases) on a regular basis throughout the semester. The purpose of these exercises is to get hands-on experience applying course concepts. On occasion, an in-class exercise may require students to do some initial homework preparation or will require that you complete it for homework. Students may be required to work either individually or in groups to complete in-class exercises as indicated by your instructor, but any homework preparation should be done individually.

Written in-class and homework responses must be handed in upon completing the exercise and will also be used for allocating grades. As such students should come equipped with loose leaf paper for response submission. You will be assigned a grade on a pass/fail (1/0) basis for each in-class exercise.

   1 – Satisfactory performance  
   0 – Unsatisfactory performance

Note that you will typically do some combination of polling, in-class, case and homework exercises in any given week. Your final polling, in-class, case, and homework exercise grade will be calculated based on your various marks for activity. *Your two (2) lowest marks will be dropped*, which approximately corresponds to missing one typical 3-hour class without penalty.
Integrative Case Preparation Submissions

In order to demonstrate that you have completed individual case preparation in advance of class, students will be asked to bring two (2) copies of their preparatory notes to class. You will hand one in to your instructor at the beginning of class time and keep one for yourself.

Your preparatory notes should be representative of your individual in depth analysis of the case, which should not be confused with simply identifying important case content. Your analysis should involve application of course concepts to problem solving, both quantitative and qualitative analyses of provided case facts, evaluation of multiple plausible alternatives solutions, and your final integrated choices. Your individual preparation notes will be graded as follows.

Individual preparation notes:

- 3 – exemplary preparation
- 2 – satisfactory preparation
- 1 – unsatisfactory preparation
- 0 – no preparatory material submitted

All assignments should be submitted by no later than the beginning of class time on the date that they are due. Late submissions will receive a grade of zero (0%) unless proper emergency documentation is provided.

Marketing Plan Brief:

You will ideally work in teams of approximately three (1-4) people for this assignment, although you may work on the project individually should you so choose. A detailed assignment sheet for the Marketing Plan Brief (MPB) may be found on URCourses. Please read the assignment sheet in full. It provides extensive guidance on how to successfully complete the assignment.

This assignment consists of a marketing plan that is approximately eight to twelve (8-11) pages in length and contains approximately five (5-6) pages of body content. It will either involve developing a marketing plan brief for a fictitious firm consisting of your group members or for a real local industry client. Your marketing plan must research and plan to add value in the market by addressing an identified need.

Your marketing plan is due by no later than the beginning of class time on the date that it is to be submitted. Late final report submissions will receive a grade of zero (0%).

There are two opportunities to submit drafts of your marketing plan over the course of the term. The purpose of these submissions is to provide timely feedback on the marketing planning process to date in order to make any suggested modifications prior to final report submission.

MPB initial concept: should include (at a minimum) your identified opportunity, and research and analysis into the current state of the business environment in that market. Students are also free to submit as much additional work as they have done on the project to date.

MPB draft submission: should include (at a minimum) all aspects of your marketing plan up to and including development of your chosen product ideas. Students are also free to submit as much additional work as they have done on the project to date. Note that there will be an in-class exercise related to this submission on the day that it is due. In order to get as much from the exercise as possible, groups are strongly encouraged to put as much effort as possible into the draft. In order to received detailed feedback from your instructor on this submission, you should arrange a 30 minute meeting with her in her office.
In order to receive feedback on these two submissions, they must be submitted on time (by the beginning of class time on the date that it is due) and they must contain the minimum amount of content indicated above. While your instructor will always be more than happy to meet with you to discuss your progress and answer questions throughout the course of the term, assignment content will only be carefully read and commented on should you submit these drafts by the deadlines set forth by your instructor. Please take as much care in preparing your submissions as you would like your instructor to take in providing feedback.

Class Presentation

The group will be required to give a short presentation of their project to their client and rest of the class. All group members must have some role in the presentation, but need not all speak. Audience members will be called upon to pose any questions to other groups that might be useful in making any last minute adjustments to their final reports before submission.

Should an individual team member fail to participate in this portion of the project, they will receive a grade of zero (0%) for this portion of the project unless proper emergency documentation is provided.

Internal Group Reporting Documents (IGRDS)

If you choose to work in a group, each member of the team is equally responsible for their group’s final report and presentation. To properly evidence the contributions of each group member to the project, internal reporting documents must be submitted along with the MPB. An Internal Group Reporting Documents (IGRD) Template document is available on URCourses.

Detailed meeting minutes and timesheets are standard business practice. They are used both in the workplace to track the activities of project teams and their members and by consultants for billing purposes. The purpose of these reporting documents is twofold: 1) to help with project management and 2) to calculate each team member’s final project mark. Based on the team’s total MPB grade, individual grades may be adjusted either up or down to reflect each individual’s project contribution. The purpose of this process is to credit individual students with the grades they could have earned should they have been working with students that contributed similarly to themselves on the project.

Should your group fail to submit IGRDs, the group’s grades will be withheld until it has been received by the instructor. It is the group’s responsibility to ensure that its completed documents are received by the instructor. Should an individual fail to submit a timesheet and peer evaluation, this will constitute implied consent to use the peer evaluation sheets of the other group members to calculate the individual’s final grade. It is the responsibility of the individual to ensure that these completed documents are received by the instructor.

Midterm Test and Final Examination

Individual tests and exams will consist primarily of short answer and case-based questions. The focus of testing will be on your ability to apply and integrate your knowledge of marketing concepts. All material covered in both the text and classes are considered to be relevant material. A missed exam will receive a grade of zero (0%) unless the proper documentation is provided and formal university procedures are followed.

You may bring one (1) letter-sized page of notes to your examinations. There are no restrictions with respect to number of sides, margins, font size or content. Your final examination notes page must be submitted along with your completed examination and will not be returned.
Tentative Class Schedule:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Readings*</th>
<th>Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 8</td>
<td>Course Introduction</td>
<td>1 &amp; 3</td>
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<td></td>
<td></td>
<td>Marketing Planning Process</td>
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<tr>
<td>2</td>
<td>15</td>
<td>Situation Analysis</td>
<td>2 &amp; 3</td>
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<tr>
<td></td>
<td></td>
<td>Marketing Plan Project</td>
<td>MPB assignment sheet</td>
<td></td>
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<tr>
<td>3</td>
<td>22</td>
<td>Marketing Arithmetic/Metrics Case Preparation</td>
<td></td>
<td>Metrics exercise homework</td>
</tr>
<tr>
<td>4</td>
<td>29</td>
<td>Buyer Behavior &amp; Market Research</td>
<td>5-7</td>
<td>MPB initial concept</td>
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<tr>
<td>5</td>
<td>Feb. 5</td>
<td>Segmentation, Targeting, Positioning Value</td>
<td>8</td>
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<td>Proposition</td>
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<td>6</td>
<td>12</td>
<td>Integrative Case #1</td>
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<td>Marketing Careers</td>
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<td>19</td>
<td></td>
<td>Study Week – no class</td>
<td></td>
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<tr>
<td>7</td>
<td>26</td>
<td>Midterm Test</td>
<td>9-11</td>
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<td>Product</td>
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<td>8</td>
<td>Mar. 4</td>
<td>MPB in-class review exercise</td>
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<td></td>
<td>Product (cont’d)</td>
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<td>MPB draft submission</td>
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<td></td>
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<td>optional draft feedback meetings</td>
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<td>9</td>
<td>11</td>
<td>Price</td>
<td>12 &amp; Appendix</td>
<td>optional draft feedback</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>meetings</td>
</tr>
<tr>
<td>10</td>
<td>18</td>
<td>Place</td>
<td>13-14</td>
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<tr>
<td>11</td>
<td>25</td>
<td>B2C Promotion</td>
<td>15-18 (17 pp. 318-324 only)</td>
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<tr>
<td>12</td>
<td>Apr. 1</td>
<td>Integrative Case #2</td>
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<td>Exam review</td>
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<td>Case prep notes</td>
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<tr>
<td>13</td>
<td>8</td>
<td>Class Presentations</td>
<td></td>
<td>Marketing Plan Brief &amp; IGRDs</td>
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**Final Examination – Wednesday, April 22nd 19:00 – 22:00 Location TBA**

* Any supplementary readings will be posted on URCourses.
Feeling Stressed? Always worried?

Some stress is normal when you’re going to university but 1 in 5 students will suffer from enough distress that they would benefit from counselling.

What can I do?
The U of R offers several counselling services free of charge for students at the U of R. These sessions are confidential and easy to access for students – simply go to the second floor of Riddell, Room 281 to make an appointment.

When should you go?
Knowing when to schedule an appointment can be tough. Some common issues you might need help with include test anxiety, if you’ve experienced a trauma like losing a family member or a close friend, or if you’ve recently ended a relationship.

If the feelings you’re experiencing are more intense and severe counselling services can also provide urgent service within 3 days and referrals as needed.

What options are available for me?

**Personal Counselling** – This is a great option if you’d like one on one attention for things like anxiety and panic, relationship conflict, depression, grief and loss, academic issues, body image and substance abuse. Up to 5 sessions are free per semester. Try it – talking about your problems can be more helpful than you might think!

**Group Counselling** – Simply put, you’re not alone. Many students are experiencing the same things as you. The U of R offers a wide variety of group counselling opportunities that can help teach many skills for managing your mental health, including: Meditation and relaxation, Healthy relationships, Stress Management and Self-Care.

But I can’t afford counselling...
Seeking counselling doesn’t have to be cost prohibitive. Many students can benefit from the 5 free sessions offered by the University as a benefit of being a student.

If you need more sessions make sure you contact URSU and visit [www.iHaveAPlan.ca](http://www.iHaveAPlan.ca). Many expenses that are related to mental health, including going to a psychologist, are partially covered by your Student Health and Dental Plan!

What else can I do?
Self-care - taking better care of yourself, can help you out. Eating better, working out, smoking and drinking less and balancing school with fun can all help with mental health!

Have a problem but don’t know how to fix it?
**URSU’s Student Advocate can help you free of charge!**

- Academic Appeals
- Disciplinary Appeals
- Student Loan Appeals
- E-mail advocate@ursu.ca to schedule an appointment today!

- Emergency Bursaries
- Notary Public
- Rentalsman Appeals