BUS 210 (004): Introduction to Marketing
Winter 2020
Course Outline

Class Time:        MW 5:30-6:45 pm (ED 616)
                   Jan 6– April 9

Instructor:        Lee Elliott, B.A., MBA, C.Dir.
                   Lecturer (Marketing, Entrepreneurship)

Email              lee.elliott@uregina.ca

Office Hours:      ED540.5        By Appointment

Course Objective and Content

The objectives of this course are to introduce students to marketing as well as prepare them for further study in the field. The course will provide an understanding of how value is created, packaged, and delivered to the market. We will discuss many real life business situations and use a number of cases. Cases have a small additional fee and will be charged to student accounts. The Text is required reading and the majority of the book will be covered in class.

Text (Required)

Grading

Case Briefs 5%
Attendance and Class participation 10%
Presentations & Group Paper 15%
Mid-Term #1 (Jan 29) 15%
Mid-Term #2 (Mar 2) 15%
Final Exam (7 pm April 20): 40%
100%

Class Attendance and Contribution:

Class participation will be assessed a grade out of a possible 10 marks. This will be based on attendance and participation in class discussions. Students are expected to come to class well-prepared on occasion. Attendance will be taken formally. Students who cannot attend a class should advise me prior to the class. Repeated and unexcused absences will result in loss of participation marks and possibly a grade of incomplete. If you miss more than 5 classes, you may be excluded from writing the Final Exam.

Special Needs:

Students with disabilities and need special accommodations should contact me, as well as the Coordinator of Special Needs Services at 585-4631

Note on Exams:

For the Mid-Term Exams, students will be responsible for all material previously covered in class, as well as the assigned text chapters and problems. The Final Exam will be based on the entire term work, but those topics and materials covered subsequent to the Mid-Term will be given additional emphasis. Deferred exams will only be given in exceptional circumstances. You must complete the required course work to be eligible to write the final exam, AND you must have a passing marking on the final exam to pass the course, regardless of other class marks. Students must complete at least a minimum amount of course work to be in good standing (including attending at least 21 of 26 classes) to complete the course and write the final exam.

Intellectual Integrity

Students enrolled in Business courses at the University of Regina are expected to adhere rigorously to principles of intellectual integrity. Plagiarism is a form of intellectual dishonesty in which another person's work is presented as one's own. Plagiarism or cheating on examinations/assignments is a serious offence that will result in a zero grade on an assignment, a failing grade in a course, and compromise of your permanent record. Having any electronic device (phone) on your person during an exam is considered academic misconduct.

Presentations

Groups of 3-4 will be assigned by your instructor. Group presentations will last 20 minutes plus questions from the class. Topics relevant to the field of marketing are to be chosen by students and submitted for approval prior to February 26. Students are required to be present for all presentations and final exam questions will reflect presentation content. Each group will submit a 750 to 1250 word write up at the time of presentation.
**Case Briefs**

Case Briefs are to be a maximum of one page and will be handed in at the beginning of class on case days. The purpose of these assignments is to prepare students for class discussion. They will not be returned, only scored pass or fail.

**TENTATIVE COURSE OUTLINE:**

You will find that the course progresses quickly and the material covered builds on earlier material. It is important to stay current in your studies; otherwise, you will not understand the new material as it is presented. This is a guideline only and the schedule will definitely change.

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April 20, 7:00 to 10:00pm  
**Final Exam**

Welcome Marketing Students!
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 251 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. 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!

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**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
- Emergency Bursaries
- Notary Public
- Rentalsman Appeals

E-mail advocate@ursu.ca to schedule an appointment today!