

Introduction to Marketing

Business 210 // Spring 2023 Semester

Course Information

Instructor	Emily McNair MAdmin PMP CMC https://www.linkedin.com/in/emilycmcnair/
Email	UR Courses
Phone	306-337-3249
Office	ED 524.11
Office Hours	Upon request in person, over the phone or on Zoom Click here to book: https://usemotion.com/meet/emily-mcnair/meeting
Class Date & Time	Mondays & Wednesdays from 1:00 p.m. to 3:45 p.m. SK time
Class Location	ED 616

Course Overview & Objectives

This course presents the fundamentals of marketing theory and application. Starting at a societal level, it works through environmental scanning, explores the differences between consumer and business customer groups, followed with a strategic focus on segmentation, targeting and positioning. Tactical applications of the marketing mix are then addressed – product, price, place and promotion. Attention is also directed to ethical and legal considerations.

The learning objectives for this class include:

1. To introduce you to basic marketing concepts;
2. To apply fundamental marketing terminology and concepts appropriately;
3. To create and present a strategic marketing plan;
4. To work effectively in a team; and
5. To provide the foundation for future marketing classes.

Course Expectations & Resources

This course will include a combination of lectures, in-class exercises, guest speakers, class discussions, team projects and presentations. Lectures will not be recorded, and all material covered in class is considered testable material.

Class Delivery This class will be delivered in-person.

Class Attendance Students are expected to attend all classes and arrive on time.

UR Courses UR Courses will be used extensively for accessing class announcements, lecture slides, supplementary materials, electronic submission of assignments and posting of grades. UR Courses can also be used to email Emily and/or your classmates. Please become familiar with the platform and ensure you are checking UR Courses multiple times per week.

Textbook Lamb, C. W., Hair, J. F., McDaniel, C., Boivin, M., Gaudet, D., & Snow, K. (2022). *MKTG* (5th ed.). Nelson Education.

Alternative versions of the textbook are available at lower cost (e.g., e-book, rentals, older editions, etc.). Please be mindful that other textbooks or used, old editions of this textbook may cover material differently. MindTap is not required for this course.

Cases There may be up to two Ivey and/or Harvard readings/cases used in the class which will be provided in PDF form and charged to each student's account (approximately \$3.50 per reading/case).

Technical Support If you require technical assistance, please contact IT Support at IT.Support@uregina.ca or 306-585-4685. Online assistance can also be accessed at <https://www.uregina.ca/remote-learning/technical.html>

Due to privacy concerns, the class will not be recorded or made available by Emily and students are not permitted to audio or visual record.

Course Evaluation

The evaluation for this class will include the following:

Evaluation Criteria	Evaluation Type	Allocation
Class Contribution	Individual	10%
Marketing Plan Team Project	Team	40%
Midterm Exam	Individual	20%
Final Exam	Individual	30%
Total		100%

Class Contribution // 10%

It is strongly encouraged that students be present and prepared for every class, as well as be cooperative in sharing your views in lecture discussion. The class contribution grade considers *both the quantity and quality of your in-class contributions*, and will consider questions asked, opinions and experiences shared and in-class presentations (independent from the team project). The class contribution score is calculated by assessing your in-class contributions against the average student contributions throughout the semester.

Emily reserves the right to apply personal judgment when assigning final contribution marks. If you would like feedback on your contribution performance at any time throughout the term, please ask.

Marketing Plan Team Project // 40%

Due: May 18, 24 and 31 & June 14 and 19, 2023

The team project provides an opportunity for students to apply the information learned in class to a real project. The team project is out of 100% and consists of the following deliverables:

Deliverable	Contribution to Grade	Due Date	Submission Method
Team Selection	0%	May 18 by 12:00 p.m. SK time	UR Courses Link
Team Charter	0%	May 24 by 2:15 p.m. SK time	In Class
Marketing Plan Initial Draft	20%	May 31 by 1:00 p.m. SK time	UR Courses Link
Formal Marketing Plan	50%	Jun 14 by 1:00 p.m. SK time	UR Courses, In Class
Team Presentation	20%	Jun 14 by 1:00 p.m. SK time	UR Courses, In Class
Independent Peer Evaluation	10%	Jun 19 by 1:00 p.m. SK time	UR Courses Link
Total	100%		

Team Selection

The team project will be completed in teams of your choice consisting of four to five members each, and all students are expected to contribute substantially to all group work. Teams must be selected and submitted through the submission link on UR Courses by 12:00 p.m. SK time on May 18, 2023. If you would prefer that Emily place you in a group, please select "Emily's Choice" through the UR Courses link by the same deadline. Emily will finalize all teams shortly after this selection deadline.

Team Charter

On May 24, teams will work together in class to create a Team Charter. The Team Charter will lay the foundation of roles and expectations for the team to abide by throughout the term and will hopefully proactively mitigate any challenges that might be faced by team members. The Team Charter must be completed, signed-off on submitted in person no later than 2:15 p.m. SK time on May 24, 2023. Additional information about this assignment will be discussed in class and posted on UR Courses.

While not assigned grades, this submission is not optional. Failure to submit this completed item on time may result in a grade of NP in the course.

Marketing Plan Initial Draft

The Marketing Plan Initial Draft is a document containing some aspects of your marketing plan to date. The purpose of this submission is to receive feedback on aspects of your marketing plan to make changes and improvements prior to your presentation and final report. Students are also free to submit as much additional work as they have done on the project to date. Initial Draft submissions are due in electronic copy through UR Courses by no later than 1:00 p.m. SK time on May 31, 2023. You will then schedule a brief half hour meeting with Emily to receive verbal feedback and discuss your submission. Please take as much care in preparing your submission as you would like Emily and her teaching assistant to take in providing feedback. Additional information about this assignment will be discussed in class and posted on UR Courses.

Formal Marketing Plan

Your main group project is a formal marketing plan. It is due on June 14, 2023 at 1:00 p.m. SK time through the link on UR Courses in PDF format. You are also required to provide one (1) colour hard copy of your presentation slides to Emily at the beginning of class on June 14, 2023. Additional information about this assignment will be discussed in class and posted on UR Courses.

Team Presentation

All groups will present the results of their formal marketing plan team project to the class on June 14, 2023. Presentation order will be determined later in the semester, and presentation files must be submitted through the link on UR Courses no later than 1:00 p.m. SK time on June 14, 2023. You are also required to provide one (1) colour hard copy of your presentation slides to Emily at the beginning of class on June 14, 2023. Additional information about this assignment will be discussed in class and posted on UR Courses.

Independent Peer Evaluation

All students will independently complete and submit a Peer Evaluation Form through UR Courses no later than June 19, 2023 at 1:00 p.m. SK time. This evaluation is intended to assess the individual performance of each group member (including themselves), and members that do not make appropriate and comparable contributions may have their individual team project mark adjusted as a result. Additional information about this assignment will be discussed in class and posted on UR Courses.

Important Notice

Please ensure you include the full names and student ID numbers of each team member, as well as the assigned group number, on the front page of each deliverable. Late team project assignments will not be accepted and will be assigned a score of zero.

Midterm Exam // 20%

May 29, 2023 from 1:00 p.m. to 2:15 p.m. SK time

The midterm exam will include application questions based on course material covered before the date of the exam and can include in-class content and activities, textbook content, assignments, and guest speakers. The exam format could include multiple choice, fill in the blank, short answer, long answer, true or false and/or a case analysis. More details will be provided in class prior to the exam.

Final Exam // 30%

June 22, 2023 from 2:00 p.m. to 5:00 p.m. SK time

The final exam will be comprehensive of all content covered throughout the semester, including application-based questions on in-class content and activities, textbook content, assignments, and guest speakers. The exam format could include multiple choice, fill in the blank, short answer, long answer, true or false and/or a case analysis. More details will be provided in class prior to the exam.

Important Notice

A missed exam will be assigned a grade of zero unless proof is provided for an extraordinary circumstance that is beyond your control. You must do your best to inform your instructor immediately if you expect the exam will be missed. Any allowance to write a make-up exam or reassign the value to another component of the course is at the instructor's discretion and/or the Associate Dean.

Participant Pool Research Credit // Optional

The Participant Pool provides business students with the opportunity to participate in faculty research studies to earn up to 2% bonus marks on participating business classes. These marks will be added to your final grade if you have: 1) passed the final exam and 2) passed the class, before using the bonus. For more information about the participant pool and to sign up, please visit <https://www.uregina.ca/business> and find Pool of Research Participants under Quick Links and go to Sona Systems. Register using the first part of your U of R email as ID (e.g., for smith23k@uregina.ca, use smith23k as your User ID).

Course Schedule

Each class is comprised of two lectures: the first from 1:00 p.m. to 2:15 p.m. SK time and the second from 2:30 p.m. to 3:45 p.m. SK time.

Date	Class	Topic	Deadlines
Wed May 03	1	Course Overview	-
	2	Introduction to Marketing	
Mon May 08	3	Marketing Organizational Fit & Planning	-
	4		
Wed May 10	5	Environmental, Industry & Market Analysis	-
	6		
Mon May 15	7	Defining & Understanding our Customer	-
	8	Case Analysis Overview	
Wed May 17	9	Product Strategy	-
	10		
Mon May 22	-	No Class // Stat Holiday	
Wed May 24	11	Team Charter In-Class Assignment	Team Charter Due
	12	In-Class Case Discussion	
Mon May 29	13	Midterm Exam	-
	14	Guest Speaker	
Wed May 31	15	Place (Distribution) Strategy	Marketing Plan Initial Draft Due
	16		
Mon Jun 05	17	Price Strategy	-
	18	Guest Speaker	
Wed Jun 07	19	Promotion Strategy	-
	20		
Mon Jun 12	21	Guest Speaker	-
	22	In-Class Case Discussion	
Wed Jun 14	23	Team Presentations	Marketing Plan & Presentation Due
	24		
Mon Jun 19	25	Guest Speaker	Independent Peer Evaluation Due
	26	Final Exam Overview	
Thu Jun 22	-	Final Exam // 2:00 p.m. to 5:00 p.m.	

Important Notice

This schedule is subject to change. Students will receive as much advance notice as possible. Please confirm the topics, deadlines, and advance reading requirements on UR Courses before each class. In the case of a discrepancy between the course outline and UR Courses, please note that the information posted on UR Courses will be considered correct.

Helpful Information

The following information should be helpful to you in this class:

- The textbook will be a helpful resource throughout the course. You will benefit significantly from reading the assigned chapters before class.
- If you miss a class, it will be up to you to get caught up from one of your classmates. Recordings of lectures will not be made available.
- All assignments must be submitted by the identified deadline. The assignment submission window will close on UR Courses automatically at the time specified and will not be reopened. Please be punctual with assignment submission.

Academic Misconduct & Plagiarism

While you are encouraged to interact with and learn from other students in this class, you are expected to do your own work. Copying others' work constitutes academic misconduct, and other examples of misconduct include sharing answers during exams, talking during exams, signing other classmates in for attendance purposes, etc. Using someone else's words as your own (i.e., plagiarism) includes omitting references, in-text citations, and quotation marks. Be sure you understand Student Code of Conduct and Right to Appeal, contained in the 2022-23 Academic Calendar <https://www.uregina.ca/student/registrar/resources-for-students/academic-calendars-and-schedule/undergraduate-calendar/index.html> or ask Emily in advance about plagiarism or misconduct.

If you are using someone's words or sharing their ideas, you must give them credit through proper citation, or it will be considered plagiarism. In-text citations must be included for all information found through research. This includes anything that was your own previous knowledge or your own personal research and analysis. It must be cited along even if the information is paraphrased. You must cite ideas too, not just the words used. Do not purchase or access student assignments or similar information online. Even if cited, other students' work may not be used in any course assignments. NOTE: ANY level of plagiarism in the form of ANY missing in-text citations and/or references will be referred to the Faculty of Graduate Studies and the Faculty of Business Administration's Associate Dean of Graduate Program's offices for investigation of academic misconduct. ***Do not affect your academic career with plagiarism; cite correctly!***

For the purposes of this class, APA is the preferred referencing and in-text citation style.

Important Reminder

The Associate Dean requires that any level of plagiarism in the form of any missing in-text citations and/or references must be referred for investigation of academic misconduct. An offence, whether intentional or not, could carry a penalty of a notation in their student file and a 0% on the assignment. To avoid such penalties, it is critical that you provide complete referencing and in-text citations.

Support Services

All students are assigned a faculty academic program advisor. Your advisor is a great resource if you have any academic issues or questions. Other services provided through the University include:

- The **Student Success Centre** provides personalized guidance and support to students in achieving their university, professional development, and life goals. The Centre also offers online resources and tutoring on writing skills. Additional information can be found at <https://www.uregina.ca/ssc>.
- **UR International** provides free academic and non-academic assistance (e.g., English language services, transition, and adjustment to a new learning environment) to international students.
- If you are experiencing personal problems that may be affecting your studies, please consider counselling with **UofR Counselling Services**. More information can be found at <https://www.uregina.ca/student/counselling/services/index.html>.
- **Mental Health Wellness Hub**. <https://www.uregina.ca/mental-wellness/>

Additional links to support services and resources have been posted on UR Courses.

Accommodations & Accessibility

The University of Regina wishes to support all students in achieving academic success while enjoying a full and rewarding university experience. Student Accessibility upholds the University's commitment to a diverse and inclusive learning environment by providing services and supports for students based on disability, religion, family status, and gender identity. Students who require these services are encouraged to contact Student Accessibility to discuss the possibility of academic accommodations and other supports as early as possible. For further information, please email accessibility@uregina.ca or call (306) 585-4491.

Prevention of Harassment Policy

The University of Regina promotes a learning, working, and living environment that is respectful and free of harassment and discrimination. The University will neither tolerate nor condone any inappropriate or irresponsible conduct including any behaviour, which creates an intimidating, hostile or offensive environment for study through the harassment of and/or discrimination towards an individual or group. The Respectful University Policy may be found at <https://www.uregina.ca/policy/browse-policy/policy-GOV-100-015.html>. If you have concerns about any conduct occurring in this class, please discuss this with Emily. You may also review the *Respectful University Policy Procedures (Revised 2017)* at www.uregina.ca or contact Coordinator, Respectful University Services at (306) 585-5400 or respect@uregina.ca.

COVID-19 Accommodations

Any student who is experiencing COVID-19 symptoms and/or has tested positive for COVID-19 (and must, therefore, not come to campus), should contact Emily as soon as possible to discuss potential accommodations. A student who is unable to attend an on-campus midterm exam for these reasons should submit a student self-declaration of illness form to me, and we will discuss the potential for a deferred exam or adjusted exam weightings. If the exam is a final exam, the student self-declaration of illness form, together with a deferred exam application, should be submitted to Hill.Undergrad@uregina.ca.