SOCSCI 2MR3 – Introduction to Marketing for Social Sciences Students

# Course information:

* Wednesdays 7:00- 10:00pm. September 4th to December 4th, 2019.
* Location: PS 155
* Instructor: Cameron Scott
* Office: KTH 208
* Office hours: Wednesdays from 5:30 – 6:30pm (Sept 11 – Dec 4, except Oct 16)
* Email: scottc24@mcmaster.ca

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## Course Description:

This course examines how environmental forces shape an organization’s marketing programs. Students will learn to create marketing plans that reflect current consumer behavior patterns, and practice the development of a product or service component of the Marketing Mix.

Learning is enabled using a combination of class preparation, in-class lectures, case analysis and group study.

## Course Objectives:

*Developing Transferable Skills*

You will work on developing academic skills that are transferable to your other university courses as well as to the workforce. These skills include:

* critical reading and thinking;
* communication (oral, written and visual);
* self and peer evaluation;
* research skills; and
* group work skills.

Course Format

Learning is enabled using a combination of class preparation, in-class lectures, case analysis and group study.

## Required Texts:

Marketing: The Core 5th Canadian Edition. Kerin, Hartley, Rudelius, Bonifacio, Bureau. McGraw-Hill Ryerson. ISBN-13 978-1-25-9269264.

# Course Requirements/Assignments

## Requirements Overview and Deadlines

| Assessment Activity | % of Grade | Date Due |
| --- | --- | --- |
| Quizzes (x5) | 15% | September 15th, 29th, October 13th, November 3rd, 17th. |
| Written Assignments (x5) | 15% | September 22nd, October 6th, 27th, November 10th, 24th. |
|  Group Project | Report (Part 1) = 12%Report (Part 2) = 10%Presentation = 5%Peer Evaluation = 3% | Report Part 1 due Oct 25th at 11:30PM ET Report Part 2 due Nov 22nd at 11:30PM ETPresentation delivered in Weeks 12 and 13Peer Evaluation = 3% |
| Attendance & Engagement | 10% | Throughout the semester. |
| Final Exam  | 30% | Final Exam period |

## Requirement/Assignment Details

1. Quizzes (15%)
* 5 multiple choice quizzes (10 questions each) throughout the semester will relate to the associated week’s content. The quizzes will be conducted online and be facilitated through A2L. Each quiz is worth 3% of your final grade. Each quiz is “open book” and you may collaborate with your peers if wanted. You may NOT post questions online. Doing so will result in a grade of 0% for that quiz.
* Avenue Quizzes are an opportunity to assess and consolidate your knowledge of the week’s content in preparation for the Final Exam where you will be working independently and without access to supporting resources. You will have 20 minutes to complete each quiz once you open it. After closing on Sunday, the quiz will be reviewed and grades will be released on the following Tuesday.
* Quiz availability and due dates/times are as follows:

| Week # | Topic | Availability Date/Time | Due Date/Time |
| --- | --- | --- | --- |
| 1 & 2 | Marketing Fundamentals & The Marketing Environment | Sept 12 @ 6AM ET | Sept 15 @ 11:30PM ET |
| 4 | Market Research, Metrics, and Analytics & B2B Marketing | Sept 26 @ 6AM ET | Sept 29 @ 11:30PM ET |
| 6 | Segmentation, Targeting, and Positioning | Oct 10 @ 6AM ET | Oct 13 @ 11:30PM ET |
| 8 | Pricing | Oct 31 @ 6AM ET | Nov 3 @ 11:30PM ET |
| 10 | Mobile & Social Media Marketing | Nov 14 @ 6AM ET | Nov 17 @11:30PM ET |

1. Written Assignments (15%)
* Written assignments will cover short-answer-type questions from the associated week’s content. All written assignments are to be entered in Avenue To Learn (A2L) text submission appropriate to the assignment number. Each written assignment is worth 3% of your final grade and will graded based on correctness, thoroughness and demonstration of comprehensive understanding of concept. Written assignments are an opportunity to assess and consolidate your knowledge of the week’s content in preparation for the Final Exam. **These are individual assignments (i.e. NOT group work).** Please refer to outline sections re: Authenticity / Plagiarism Detection and Academic Integrity.
* Assignment availability and due dates/times are as follows:

| Week # | Topic | Availability Date/Time | Due Date/Time |
| --- | --- | --- | --- |
| 3 | Consumer Behaviour | Sept 19 @ 6AM ET | Sept 22 @ 11:30PM ET |
| 5 | Products & Brands | Oct 3 @ 6AM ET | Oct 6 @ 11:30PM ET |
| 7 | Marketing Channels and Supply Chain  | Oct 24 @ 6AM ET | Oct 27 @ 11:30PM ET |
| 9 | Marketing Communications | Nov 7 @ 6AM ET | Nov 10 @ 11:30PM ET |
| 11 | Strategic Marketing Planning | Nov 21 @ 6AM ET | Nov 24 @11:30PM ET |

1. Group Project (30%)
* The group project will involve developing and delivering a marketing plan report and presentation for a new product / service idea that student teams have chosen to research and potentially bring to market. More details to be communicated in Week 3. See “Course Schedule” for due dates. Groups will be randomly pre-assigned ONLY. ALL students in the group must be contributing members of the assignment. Part of your grade will be based on peer evaluation of participation and engagement. The expectation is that each student will be an active and respectful member of their group, and contribute to the assignment - in a fair and equitable way. Group work is sometimes challenging, but it can also be rewarding in a number of ways, including providing you with opportunities to develop valuable ‘working-as-a-team’ skills that will serve you well in this and other courses, as well as more broadly in your academic, professional, and personal life.
1. Attendance and Engagement (10%)
* Attendance and engagement are important components of this course (and of active learning). Therefore, we expect all students to be ‘active’ participants in this course. This means attending all classes, being actively involved in class activities and thoughtful contributions, as well as participating in A2L discussions.
* Attendance will be taken at each lecture.
* An attendance & engagement mark worth 5% of your final grade will be given for pre-mid-term recess activity and a separate attendance & engagement mark worth 5% of your final grade will be given for pre-mid-term recess activity (totalling 10%).
* Your engagement/participation grade will be significantly influenced by your active involvement in class, and the quality of that involvement. Lack of participation, or ‘negative participation’, will also significantly influence your participation grade (but in a negative way). So you are aware of the types of activities or behaviours that will be considered ‘negative’ class participation, they include the following: missing classes, talking to classmates about things that are not a contribution to the class discussion, general nonparticipation in or disruption of class/class activities, sleeping during class, coming to class late or leaving early, and using any of the following electronic devices: cell phones, iPods, tablets, and other electronic devices. Computers may be used in class but ONLY for note-taking purposes. Evidence of using the computer for anything other than note taking will be considered negative class participation.
* The success of this course depends on you! Students who are most successful in this course fulfill these expectations, and engage in all aspects of the course.
1. Final Exam (30%)
* A cumulative Final Exam will be written in-person on campus during the final exam period. The date, location and exact time are still to be determined. An announcement will be made on Avenue once a room has been booked.
* Please note that all matters concerning missing the Final Exam are handled by the Registrar’s Office and not your instructor.

## Privacy Protection

In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; tests and assignments must be returned directly to the student. Similarly, grades for assignments for courses may only be posted using the last 5 digits of the student number as the identifying data. The following possibilities exist for return of graded materials:

1. Direct return of materials to students in class;
2. Return of materials to students during office hours;
3. Students attach a stamped, self-addressed envelope with assignments for return by mail;
4. Submit/grade/return papers electronically.

Arrangements for the return of assignments from the options above will be finalized during the first class.

## 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.

## 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. 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. It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](http://www.mcmaster.ca/academicintegrity.).

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.

## Academic Accommodation of Students with Disabilities

Students with disabilities who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca for further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](https://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf) policy.

## Religious, Indigenous and 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 requiring a RISO accommodation 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.

Please review the [RISO information for students in the Faculty of Social Sciences](https://socialsciences.mcmaster.ca/current-students/riso) about how to request accommodation.

## E-mail Communication Policy

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student’s own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student’s responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, they may not reply.

## Authenticity/Plagiarism Detection

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to the [academic integrity website](http://www.mcmaster.ca/academicintegrity).

## McMaster Student Absence Form (MSAF)

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”.

# Course Weekly Topics and Readings

| Date | Topic | Reading |
| --- | --- | --- |
| Week 1Sept 4 | Introduction to SOC SCI 2MR3* Introduction and course outline overview

Marketing Fundamentals* Explain the role of marketing in an organization and the importance of meeting customer needs.
* Define and analyze elements of the marketing mix.
* Outline the steps in the marketing process.
* Differentiate between goods, services, and ideas.
* Describe the evolution of different business philosophies.
* Describe the new and evolving marketing practices.
* Summarize careers that exist in marketing.
 | Chapter 1 |
| Week 2Sept 11 | The Marketing Environment* Explain the importance of an environmental scan and how it is used to improve marketing programs.
* Describe the elements of an environmental scan and summarize the trends affecting each area.
* Outline the current demographic and socio-cultural influences that affect marketing approaches.
* Explain how changes in the economic environment can influence consumer purchase behaviour.
* Discuss the technological developments shaping current marketing practices.
* Describe the different forms of competition and the regulatory forces that shape the marketing industry.
* List the steps in an environmental scan.
* Understand the importance of strategic marketing and know the basic outline of a Marketing plan.

*Quiz 1 (covers content from Weeks 1 & 2) opens on Sept 12 @ 6AM and closes on Sept 15 @ 11:30PM.* | Chapter 2 |

|  |  |  |
| --- | --- | --- |
| Week 3Sept 18 | Introduce Group Project (Analysis and Presentation)Total Team Project = 30% of Final Grade* Time allowed for teams to meet each other and brainstorm.

Consumer Behaviour* Describe the stages in the consumer purchase decision process.
* Distinguish among three variations of the consumer purchase decision process: routine, limited, and extended problem solving.
* Describe how situational influences affect the consumer purchase decision processes.
* Explain how psychological influences affect consumer behavior, particularly consumer purchase decision processes.
* Identify major socio-cultural influences on consumer behaviour and their effects on purchase decisions.
* Discuss the importance of culture and subculture in determining consumer behaviour.

*Written Assignment 1 (covers content from Week 3) opens on Sept 19 @ 6AM and closes on Sept 22 @ 11:30PM.* | Chapter 3 |
| Week 4Sept 25 | Market Research, Metrics, and Analytics* Explain the value of market research, metrics, and analytics.
* Outline the different categories of metrics.
* Describe the different types of data and their challenges.
* Describe the methods of analyzing big data.
* Differentiate between exploratory, descriptive, and causal research.
* Identify the step-by-step market research approach.
* List and describe primary research tools and their advantages and disadvantages.

B2B Marketing* Identify the distinguishing characteristics of industrial, reseller, government, and non-profit markets.
* Describe the importance of content marketing to B2B marketers
* Explain which key characteristics of organizational buying make the process different from consumer buying.
* Describe how buying centres and buying situations influence organizational purchasing.
* Outline the process of business segmentation.
* Explain the growing importance of and the approaches to in online buying for industrial, reseller, and government markets.

*Quiz 2 (covers content from Week 4) opens on Sept 26 @ 6AM and closes on Sept 29 @ 11:30PM.* | Chapters 4 & 5 |
| Week 5Oct 2 | Guest Speaker - TBDProducts & Brands* Distinguish between goods and services.
* Describe and apply the total product concept.
* Differentiate between products, product lines, and product mixes.
* Identify the ways consumer and business goods and services are classified.
* Explain the elements of branding and how these can be protected.
* Distinguish between different types of brands.

*Written Assignment 2 (covers content from Week 5) opens on October 3 @ 6AM and closes on October 6 @ 11:30PM.* | Chapter 7 |
| Week 6Oct 9 | Segmentation, Targeting, and Positioning* Explain market segmentation and its relevance to marketing.
* Detail the different forms of market segmentation
* Describe the elements included in target market profiles and personas.
* Have insight into the scope of segmentation analytics
* Outline the steps involved in segmenting a market
* Explain the concept of product positioning

Group Project Work Time*Quiz 3 (covers content from Week 6) opens on October 10 @ 6AM and closes on October 13 @ 11:30PM.* | Chapter 6 |
| Oct 16 | Mid-Term Recess No Class on October 16th.  |  |
| Week 7Oct 23 | Marketing Channels and Supply Chain  * Explain what is meant by a marketing channel and the value created by intermediaries.
* Distinguish between marketing channels for consumer goods and those for business goods.
* Define multichannel marketing and explain its advantages for consumers.
* Differentiate between types of vertical marketing systems.
* Describe the factors considered by marketing executives when selecting and managing a marketing channel.
* Discuss supply chain and logistics management and how they relate to marketing strategy.
* Describe the key logistic functions in a supply system.

*Report (Part 1) due by Friday, October 25 @ 11:30PM ET. Single submission per team to be uploaded to A2L.**Written Assignment 3 (covers content from Week 7) opens on October 24 @ 6AM and closes on October 27 @ 11:30PM.* | Chapter 10 |
| Week 8Oct 30 | Pricing* Identify the elements that make up a price.
* Explain the approaches to pricing and the major factors considered in arriving at a final price.
* Describe the demand curve and define price elasticity of demand.
* Explain the role of revenues (sales) and costs in pricing decisions.
* Discuss the value of break-even analysis and conduct break-even calculations.
* Describe the price objectives a firm may have, and the constraints under which they operate.
* Outline the steps to determining a final price.
* Explain the adjustments made to price because of factors such as geography, discounts, and allowances.

*Quiz 4 (covers content from Week 8) opens on October 31 @ 6AM and closes on November 3 @ 11:30PM.* | Chapter 9 |
| Week 9Nov 6 | Marketing Communications* Explain current trends affecting marketing communications.
* Outline the composition of the marketing communications industry.
* Describe online and offline approaches used in marketing communications.
* Evaluate the different forms of advertising and the advantages and disadvantages of each.
* Explain the concept of public relations and the tools used by the industry.
* Outline the different consumer and trade promotional approaches.
* Explain direct response, event marketing, sponsorship, product placement, and branded entertainment.
* Assess the role of personal selling as a marketing tool.
* Describe the process of promotional program planning and evaluation.

Written Assignment 4 (covers content from Week 9) opens on November 7 @ 6AM and closes on November 10 @ 11:30PM. | Chapter 12 |
| Week 10Nov 13 | Guest Speaker - TBDMobile & Social Media Marketing* Explain the unique online approaches used in marketing communication.
* Describe social media marketing.
* Outline the main social networks and tools used in social media marketing.
* Summarize the best practices associated with the creation and monitoring of social media programs.
* Explain mobile marketing and its approaches.
* Describe the tools involved in mobile marketing.
* List the best practices and regulations that guide mobile marketing.

Group Project Work Time.*Quiz 5 (covers content from Week 10) opens on November 14 @ 6AM and closes on November 17 @ 11:30PM.* | Chapter 13  |
| Week 11Nov 20 | Strategic Marketing Planning* Describe how strategy is developed at the corporate, business unit, and functional levels in an organization.
* Define the concepts of business, mission, and goals, and explain why they are important in organizations.
* Explain why managers use marketing dashboards and marketing metrics.
* Discuss how organizations formulate strategies.
* Outline the strategic marketing process.

Group Project Work Time.*Report (Part 2) due by Friday, November 22 @ 11:30PM ET. Single submission per team to be uploaded to A2L.**Written Assignment 5 (covers content from Week 11) opens on November 21 @ 6AM and closes on November 24 @ 11:30PM.* | Chapter 15 |
| Week 12Nov 27 | Team Presentations* Schedule to be announced on A2L

Peer Evaluation Forms Distributed. |  |
| Week 13Dec 4 | Team Presentations (cont’d)* Schedule to be announced on A2L

Peer Evaluation Forms Collected.Final Exam Review. |  |