

COURSE OUTLINE

SOC SCI 2MR3 (Winter 2017)

Introduction to Marketing for Social Science Students

Day of the Week: Wednesdays – 7:00-10:00 PM

Location: Burke Science Building (BSB) Room B106

McMaster University Faculty of Social Sciences

Instructor: Stephanie Slinn

Office: KTH 208

Email: or through A2L

Office Hours: By Appointment or Email

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.

Required Textbooks:

	Textbook Title & Edition	Author & Publisher
	The Core – 3 rd Canadian Edition	Kerin, Hartley, Rudelius, Clements, Skolnick McGraw Hill Ryerson

Evaluation Components:

Assessment Activity	% Of Grade	Date Due
Midterm Knowledge Assessment	30%	February 18 th
Group Project – Two Stages	Stage 1 – 15% Stage 2 – 15%	Stage 1 – March 1 st Stage 2 - April 5 th
In-Class Activities	10%	Throughout the semester
Second Knowledge Assessment	30%	March 29 th

Written Assignments: All written assignments are to be typed and double-spaced. Please include a title page with your name, student number and email address, the topic title of the assignment and the date submitted. Written submissions must be delivered through the Dropbox in Avenue 2Learn.

Submitting Assignments Electronically: Individual assignments submitted electronically must include your last name in the filename: e.g. Smith_Assignment_5_Article_Assessments.docx

Late Submissions: All work is due on the date stated, at the beginning of class, unless other arrangements have been made in advance with the instructor. A late penalty of 5 percentage points per day will apply after the due date (weekends included).

Class Participation and Engagement: Class participation and engagement is an important component 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 discussion, and completing all assignments.

Your 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)! And 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, mp3 players, iPods, pads, and other electronic devices. Computers may be used in class but ONLY for note taking purposes or to actively contribute to the class discussion. Evidence of using the computer for anything other than note taking or engagement with the course material currently being addressed 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!

Group Assignments: For all group assignments, ALL students in the group must be contributing members of that assignment. 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.

Policy for Returning Assignments/Posting Grades: In accordance with regulations set out by the Freedom of Information and Privacy Protection Act, the University will not allow the return of graded materials by placing them in boxes in departmental offices or classrooms so that students may retrieve their papers themselves; all tests and assignments must be returned directly to the student.

And since it is important for student learning and skills development that students receive feedback on their assignments as they progress through the course, you can expect to receive feedback (comments and a grade) on each of your assignments in a timely fashion. This will allow you the opportunity to see how you performed on each assignment and time to discuss any questions you might have with your instructor.

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 when submitting the assignments for return by mail (for final capstone assignment only); and

4. submit/grade/return papers electronically.

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

Grades for assignments may only be posted using the last 5 digits of the student number as the identifying data. Final grades for the course will be posted on MUGSI.

UNIVERSITY POLICY ON ACADEMIC DISHONESTY:

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, located at <http://www.mcmaster.ca/academicintegrity>

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

A NOTE ABOUT THE USE OF TURNITIN.COM IN THIS COURSE

In this course, we will be using a web-based service (Turnitin.com) to reveal plagiarism. Students will be expected to submit their work electronically through Turnitin.com. Students who do not wish to submit their work to Turnitin.com must still submit an electronic of their work through A2L. No penalty will be assigned to a student who does not submit work to Turnitin.com. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, etc.). To see the Turnitin.com policy, please go to www.mcmaster.ca/academicintegrity

FACULTY OF SOCIAL SCIENCES 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 to 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, the instructor may not reply at his or her discretion.

McMaster Student Absence Form (MSAF):

This on-line self-reporting tool is for undergrad students to report one absence of up to 3 days per term. The MSAF gives you the ability to request relief for any missed academic work during that one absence (that is less than 25% of the course grade). Please note: this tool cannot be used during any final examination period.

You may submit only 1 MSAF per term. This form should be filled out as soon as possible before you return to class after your absence. It is YOUR responsibility to follow up with your instructor immediately (within 48 hours of submitting the MSAF) in person or by email regarding the nature of the relief that is possible for the missed work.

If you are absent more than 3 days or exceed 1 request per term, are absent for a reason other than medical, or have missed work worth 25% or more of your final grade, you **MUST** visit the office of the Associate Dean in your Faculty. You may be required to provide supporting documentation to the Faculty office. You must **NOT** submit any medical or other relevant documentation to your instructor. Your instructor may **NOT** ask you for such documentation. All documentation requests will only come from the Faculty office.

Access Copyright Regulations:

McMaster University holds a licensing agreement with Access Copyright, the Canadian Copyright Licensing Agency. Information on current regulations for copying for education purposes can be found at the following website: <http://www.copyright.mcmaster.ca/>

Student Accessibility Services (SAS) formerly Centre for Student Development (CSD):

If you have an accommodation letter from SAS, you are required to provide a copy of that letter to your instructor. Please be sure that you arrange academic accommodations through SAS as early as possible in order that the instructor can receive the accommodation letter as early as possible in the term.

What are my responsibilities as a student registered at SAS? Students are responsible to identify themselves to Student Accessibility Services on an annual and regular basis in order to receive accommodations and services. Students are responsible for:

- meeting their SAS Program Coordinator prior to, or at the start of each academic term (September, January and summer sessions);
- providing their SAS Program Coordinator with relevant and professional medical or psychological documentation;
- notifying their SAS Program Coordinator if courses are dropped or added, or if accommodations require a change;
- meeting with individual course instructors to discuss specific needs in relation to the course and their disability; and
- providing the course instructor with their accommodation letter from SAS.

For more information, see the SAS website: <http://csd.mcmaster.ca/sswd/faqs.html>

COURSE SCHEDULE

Date	Topic	Reading
Jan 4	<p>Introduction to SOC SCI 2MR3</p> <ul style="list-style-type: none"> • Introduction to the course and to Canadian Marketing • Introduce the Student Online Resource Bank - CONNECT <p>Marketing Fundamentals</p> <ul style="list-style-type: none"> • Define Marketing and explain the importance of discovering and satisfying consumer needs and wants. • Introduce the key Marketing Mix decision areas • Differentiate between goods, services and ideas. 	Chapter 1
Jan 11	<p>Marketing Fundamentals Continued</p> <ul style="list-style-type: none"> • Describe the evolution of different Marketing philosophies. • Discuss the difference between production and marketing orientations. • Discriminate between organizations that build strong customer relationships through the offering of customer value and those that do not. • Summarize the careers that exist in the field of Marketing. • Understand the importance of strategic marketing and know the basic outline of a Marketing plan. <p style="text-align: center;">Introduce Team Project (Analysis and Presentation) Total Team Project = 30% of Final Grade</p>	Chapter 1 In-Class Activity
Jan 18	<p>Marketing and Strategic Planning</p> <ul style="list-style-type: none"> • Analyze how organizations search for new marketing opportunities and select target markets using Business Portfolio Analysis. • Outline the Strategic Marketing Process. 	Chapter 14
Jan 25	<p>The Marketing Environment</p> <ul style="list-style-type: none"> • Interpret environmental scanning information collected on social, economic, technological, competitive and regulatory forces. • Explain how changes in the economic environment can influence consumer purchase decisions. 	Chapter 2 In-Class Activity

Feb 1	Consumer Decision Making <ul style="list-style-type: none"> Analyze the components of the consumer decision making process. Identify the types of consumer buying decisions and discuss the significance of consumer involvement. Contrast major psychological and sociocultural influences on consumer behaviour and their effects on purchase decisions 	Chapter 3
Feb 8	Marketing Research <ul style="list-style-type: none"> Define Marketing Research and explain its importance to marketing decision making. Outline the importance and challenges of market research to companies. Categorize the different stages in the marketing research process. Contrast the use of surveys, experiments and observation as primary data collection methods. Practice effective survey question development 	Chapter 4
Feb 15	First Knowledge Assessment	Chapters 1-4 ,14
Feb 20-24	Mid-Term Recess	
March 1	Marketing Ethics and Social Responsibility <ul style="list-style-type: none"> Describe the role of ethics and ethical decisions in business. Interpret what is appropriate ethical behaviour and social responsibility, and what is not. Practice the handling of ethical dilemmas <p>Stage 1 of Project Due: March 1, 2017</p> <p>(Assignments are to be submitted via the Dropbox on Avenue2Learn by 11:59 ET)</p>	In-Class Activity
March 8	Segmenting and Targeting Markets <ul style="list-style-type: none"> Discuss the criteria for successful market segmentation. List the steps involved in segmenting markets and naming target markets. Demonstrate the use of perceptual mapping or positioning a product or service in the marketplace. 	Chapter 6
March 15	Products and Brands <ul style="list-style-type: none"> Distinguish between goods and services 	Chapter 7

	<ul style="list-style-type: none"> • Differentiate between products, product lines and product mixes • Identify the ways consumer and business goods and services are classified • Explain the elements of branding • Distinguish between the different types of brands that exist in the market. • Apply brand knowledge to ongoing marketing strategies • Discuss effective packaging strategies 	In-Class activity
March 22	New Product Development <ul style="list-style-type: none"> • Categorize the stages of the product life cycle and relate a strategy to each stage. • Differentiate among the various product life cycles and the implications for marketing decisions. • Evaluate alternative approaches to the management of a product's life cycle. • Analyze the factors contributing to a new product's success or failure. • Determine strategies for developing a new product 	Chapter 8 In-Class Activity
March 29	Second Knowledge Assessment	
April 5	Dynamic Presentations—Stage 2 of Project	Dynamic Presentations
April 6	Peer Reviews are to be submitted via the Dropbox on Avenue2Learn by 11:59 ET	

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her McMaster email.