

**COURSE OUTLINE**

**SOC SCI 2MR3 (Winter 2019)**

**Introduction to Marketing for Social Science Students**

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

Location: DSB AB102

## McMaster University

## Faculty of Social Sciences

## Instructor: Michael Zonta

**Office: KTH 208**

**Email:** **zontam@mcmaster.ca** **or through A2L**

**Office Hours: By appointment or email**

**Course Description:**

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| 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:**

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|  | **Textbook Title & Edition** | **Author & Publisher** |
|  | Title: Marketing: An Introduction6th Canadian Edition | Author: Armstrong, Kotler, Trifts, BuchwitzPublisher: Pearson, ISBN: 9780134470528 |

**Evaluation Components:**

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| **Assessment Activity** | **% Of Grade** | **Date Due** |
| Weekly Knowledge Assessment / Quizzes (Completed through Avenuetolearn/A2L) | **20%** | Weekly. 11:55pm on the Sunday before the next class |
| In-Class Activity | **10%** | Throughout the term |
| Group Project (All three stages must be competed to receive marks for each stage) | **Stage 1 – 10%****Stage 2 – 20%****Stage 3 - 10%** | Research Project – February 17th, 11:55pmMarketing Plan – March 22nd, 11:55pmGroup Presentation File Submissions – March 22nd, 11:55pmGroup Presentations – Weeks 12 &13 |
| Final Knowledge Assessment | **30%** | Exam schedule to be announced |

**Written Assignments**: All written assignments are to be typed and double-spaced. Please include a title page with your Group Number, Name(s), student number(s) 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 Group name in the filename: e.g. Group\_1\_Group\_Project\_Research\_Project.docx

**Late Submissions:** All work is due on the date and time stated, unless other arrangements have been made in advance with the instructor. A late penalty of 10 percentage points per day will apply after the due date (weekends included), and assignments will receive a mark of 0% if more than 3 days late.

**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 or online (A2L);

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. 1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. 2. Improper collaboration in group work.
3. 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 A2L. 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](http://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**

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| **Date** | **Topic** | **Reading** |
| Jan 7(In-Class) | **Introduction to SOC SCI 2MR3*** Introduction to the course

**Marketing: Creating and Capturing Customer Value*** Define marketing and outline the steps in the marketing process
* Explain the importance of understanding customers and the marketplace, and identify the five core marketplace concepts
* Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy
* Discuss customer relationship management and identify strategies for creating value for customers and capturing value from customers in return
* Describe the major trends and forces that are changing the marketing landscape in this age of relationships
 | Chapter 1 |
| Jan 14(Online) | **Company and Marketing Strategy: Partnering to Build Customer Relationships*** Explain company-wide strategic planning and its four steps
* Discuss how to design business portfolios and develop growth strategies
* Explain marketing’s role in strategic planning and how marketing works with its partners to create and deliver customer value
* Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it
* List the marketing management functions, including the elements of a marketing plan, and discuss the importance of measuring and managing return on marketing investment
 | Chapter 2Review Appendix 2- Abbreviated Sample of Marketing Plan |
| Jan 21(In-Class) | **Sustainable Marketing, Social Responsibility, and Ethics** * Define sustainable marketing and discuss its importance
* Identify the major social criticisms of marketing
* Define consumer activism and environmentalism, and explain how they affect marketing strategies
* Describe the principles of sustainable marketing
* Explain the role of ethics in marketing
 | Chapter 3In-Class Group Project Working Session |
| Jan 28(Online) | **Analyzing the Marketing Environment*** Describe the environmental forces that affect the company’s ability to serve its customers
* Explain how changes in the demographic and economic environments affect marketing decisions
* Identify the major trends in the firm’s natural and technological environments
* Explain the key changes in the political and cultural environment
* Discuss how companies can react to the marketing environment
 | Chapter 4 |
| Feb 4(In Class) | **Managing Marketing Information to Gain Customer Insights*** Explain the importance of information in gaining insights about the marketplace and customers
* Define the marketing information system and discuss its parts
* Outline the steps in the marketing research process
* Explain how companies analyze and use marketing information
* Discuss the special issues some marketing researchers face, including public policy and ethics issues
 | Chapter 5In-Class Group Project Working Session |
| Feb 11(Online) | **Understanding Consumer and Business Buyer Behaviour*** Understand the consumer market and the major factors that influence consumer buyer behaviour
* Identify and discuss the stages in the buyer decision process
* Describe the adoption and diffusion process for new products
* Define the business market and identify the major factors that influence business buyer behaviour
* List and define the steps in the business buying decision process

**Due Feb 17: Group Project -Stage 1 – Research Project****Assignments are to be submitted via the Dropbox on Avenue2Learn****by 11:55pm ET on due date** | Chapter 6 |
| Feb 18 – Feb 24 | **Mid-Term Recess** |  |
| Feb 25(In Class) | **Segmentation, Targeting, and Positioning*** define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, differentiation, and positioning
* list and discuss the major bases for segmenting consumer and business markets
* explain how companies identify attractive market segments and choose a market-targeting strategy
* discuss how companies differentiate and position their products for maximum competitive advantage
 | Chapter 7In-Class Group Project Working Session |
| Mar 4(Online) | **Developing and Managing Products and Services*** Define product and describe and classify different types of product offerings
* List and define the steps in the new-product development process and the major considerations in managing this process, and explain why new products fail
* Describe the stages of the product life cycle and how marketing strategies change during the product’s life cycle
* Describe the decisions companies make regarding their individual products and services, product lines, and product mixes
* Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require
 | Chapter 8 |
| Mar 11(In Class) | **Brand Strategy and Management*** Define and describe the concept of a brand
* Explain the roles of logos, brand personality, brand status, and brand equity in building brands
* List and describe the major strategic and ongoing management decisions marketers must make about brands
* Summarize the ways marketers can engage consumers through brand communications
* Describe the roles of storytelling, branded content, branded entertainment, social media, and brand advocates in brand communications
 | Chapter 9In-Class Group Project Working Session |
| Mar 18(Online) | **Marketing Channels*** Explain what channels are, and why marketers need channel partners
* List and describe the major types of channel partners
* Describe the process of organizing and managing channels, and explain how channel conflict can occur
* Explain the strategy behind intensive, selective, and exclusive distribution
* List and describe the major channel design decisions marketers must make
* Explain the role of supply chain management and logistics management, and why companies often choose third parties to handle these tasks

**Due March 22: Group Project -Stage 2 – Marketing Plan****Due March 22: Group Project -Stage 3 – Group Presentation Files****Assignments are to be submitted via the Dropbox on Avenue2Learn by 11:55pm ET on due date** | Chapter 11 |
| Mar 25(In Class) | **Group Project - Stage 3 - Group Presentations** |  |
| Apr 1 (In Class) | **Group Project - Stage 3 - Group Presentations****Peer Reviews are to be submitted via the Dropbox on Avenue2Learn by 11:55pm ET April 5** |  |
| April 8(Online) | ***Study week for Final Exam*** |  |
| April 11- April 29 | **Final Knowledge Assessment** | Exam details to be announced. |

**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.**