

Course information:

- Conducted Online Jan 13th to April 14th, 2020.
- Location: A2L
- Instructor: Cameron Scott
- Office hours: Wednesdays from 7-8PM (Jan 20 – April 14; except Feb 17)
 - Zoom → <https://mcmaster.zoom.us/j/8317693423>
- 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 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, virtually-delivered lectures, real-world examples 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.

Electronic version also available.

Course Delivery

- Recorded video lectures will be posted via MacVideo in A2L at 12PM ET on each scheduled lecture day (see Pages 6-10 of this course outline). **There will be no live lectures.**
- Discussion forums will be used extensively to facilitate collaboration, reinforcing course materials, answering any questions that you have and maximizing your overall learning experience.

Course Requirements & Grading

Requirements Overview and Deadlines

Assessment Activity	% of Grade	Date Due
Quizzes (x10)	30%	See Quiz Schedule on Page 3
Team Project	Report Part 1 = 10% Report Part 2 = 5% Video Presentation = 7% Peer Evaluation = 3%	Report Part 1 due March 21 @ 11:59PM ET Report Part 2 due April 1 @ 11:59PM ET Video presentation and peer evaluations due April 5 @ 11:59PM ET
Engagement / Participation	10%	Throughout the semester.
Final Exam	35%	As per Registrar's office.

Requirement/Assignment Details

1) Quizzes (30%)

- 10 weekly multiple choice quizzes (10 questions each) 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 and is "open book". Quizzes must be completed individually with no collaboration. You may NOT post questions and/or answers online. Related academic dishonesty will result at minimum in a grade of 0% for that quiz.
- You will have 20 minutes to complete each quiz once you open it. A2L 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.
- Quizzes are open on Tuesdays from 1-9PM ET. The only exceptions are for Week #5 when the quiz will be held on Friday, Feb 12 from 1-9PM ET.
 - Grades for each quiz will be released on that day at 10PM ET.
- Quizzes not completed by the posted deadline will be marked as 0%. No exceptions without valid MSAF.**

- Quiz topics & dates as follows:

Quiz #	Week #	Quiz Topics	Availability Date/Time
1	1 & 2	<ul style="list-style-type: none"> • Marketing Fundamentals • The Marketing Environment 	Tuesday, Jan 26 from 1-9PM ET
2	3	<ul style="list-style-type: none"> • Consumer Behaviour 	Tuesday, Feb 2 from 1-9PM ET
3	4	<ul style="list-style-type: none"> • Market Research, Metrics, and Analytics 	Tuesday, Feb 9 from 1-9PM ET
4	5	<ul style="list-style-type: none"> • Products & Brands 	Friday , Feb 12 from 1-9PM ET
		MID-TERM RECESS	
5	6	<ul style="list-style-type: none"> • Segmentation, Targeting, and Positioning 	Tuesday, March 2 from 1-9PM ET
6	7	<ul style="list-style-type: none"> • Marketing Channels and Supply Chain 	Tuesday, March 9 from 1-9PM ET
7	8	<ul style="list-style-type: none"> • Pricing 	Tuesday, March 16 from 1-9PM ET
8	10	<ul style="list-style-type: none"> • Marketing Communications 	Tuesday, March 30 from 1-9PM ET
9	11	<ul style="list-style-type: none"> • Mobile & Social Media Marketing 	Tuesday, April 6 from 1-9PM ET
10	12	<ul style="list-style-type: none"> • Strategic Marketing Planning 	Tuesday, April 13 from 1-9PM ET

2) Team Project (25% in total)

- The team project will involve developing and delivering a marketing plan report and video 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 4.
- You will have a chance to sign up into teams of your choice. Team sizes approx 4 people.
 - If you don't select a team during "enrolment period" (February 9-12), you will be assigned to a team.
- ALL students in the team 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 team 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.
- Late submissions will each be deducted 10% for every 24 hour period that they are late.

3) Engagement & Participation (10%)

- Active, quality engagement & participation are important components of this course (and of active learning). Therefore, I expect all students to be 'active' participants in this course. This means being actively involved in the 10 online discussions to be posted throughout the semester (4 pre-reading week and 4 post-reading week).

- An engagement mark worth 5% of your final grade will be given for associated activity up to and including February 7 and a separate engagement mark worth 5% of your final grade will be given for the 2nd half of the semester (Feb 24 – April 11).
- To earn full marks for engagement, you must post an accurate and thoughtful response to each weekly A2L discussion topic by the weekly due date (see “Course Weekly Topics & Activity”)
- Totals 10% of your final grade.

4) Final Exam (35%)

- A cumulative, individually-written Final Exam will be conducted online as scheduled by the Registrar’s office
- Combination of multiple choice and “short” answer-style questions.

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.

Courses with an on-line element

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

Copyright and Recording

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors

The recording of lectures, tutorials, or other methods of instruction may occur during a course.

Recording may be done by either the instructor for the purpose of authorized distribution, or by a

student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

Online Proctoring

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

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](#).

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. **It is your responsibility to understand what constitutes academic dishonesty.**

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 <https://secretariat.mcmaster.ca/university-policies-proceduresguidelines/>

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.

Conduct Expectations

- As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the Code of Student Rights & Responsibilities (the "Code"). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, whether in person or online. It is essential that students be mindful of their interactions

online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes

Academic Accommodation of Students with Disabilities

Students with disabilities who require academic accommodation must contact [Student Accessibility Services \(SAS\)](#) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University's [Academic Accommodation of Students with Disabilities](#) policy.

Academic Accommodation for 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 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](#) about how to request accommodation.

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".

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.

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.

Course Weekly Topics & Activity

Date	Topic	Reading
Week 1 Jan 13	<p>Introduction to SOC SCI 2MR3</p> <ul style="list-style-type: none"> • Introduction and course outline overview <p>Marketing Fundamentals</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #1 posted on Jan 11 is due by Jan 17 @ 11:59PM.</p>	Chapter 1
Week 2 Jan 20	<p>The Marketing Environment</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #2 posted on Jan 20 is due by Jan 24 @ 11:59PM.</p> <p><i>Quiz #1 (covering Weeks 1 & 2) is available on Jan 26 from 1-9PM ET.</i></p>	Chapter 2

<p>Week 3 Jan 27</p>	<p>Consumer Behaviour</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #3 posted on Jan 27 is due by Jan 31 @ 11:59PM.</p> <p><i>Quiz #2 (covering Week 3) is available on Feb 2 from 1-9PM ET.</i></p>	<p>Chapter 3</p>
<p>Week 4 Feb 3</p>	<p>Guest Speaker – Joshua Alvernia (Co-founder & CEO, Clue Digital)</p> <p>Market Research, Metrics, and Analytics</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #4 posted on Feb 3 is due by Feb 7 @ 11:59PM.</p> <p>Introduce Team Project (Reports and Presentation). Ability to join teams for “Team Project” is open Feb 9-12.</p> <p><i>Quiz #3 (covering Week 4) is available on Feb 9 from 1-9PM ET.</i></p>	<p>Chapter 4</p>

<p>Week 5 Feb 10</p>	<p>Products & Brands</p> <ul style="list-style-type: none"> • 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. <p><i>Quiz #4 (covering Week 5) is available on Friday, Feb 12 from 1-9PM ET.</i></p> <p>No weekly discussion topic.</p>	<p>Chapter 7</p>
	<p>MID-TERM RECESS – NO CLASSES DURING THE WEEK OF FEB 15-19</p>	
<p>Week 6 Feb 24</p>	<p>Guest Speaker - Tom Babic (Senior Marketing Manager, Tim Horton's)</p> <p>Segmentation, Targeting, and Positioning</p> <ul style="list-style-type: none"> • 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 <p><i>Quiz #5 (covering Week 6) is available on March 2 from 1-9PM ET.</i></p> <p>No weekly discussion topic.</p>	<p>Chapter 6</p>

<p>Week 7 March 3</p>	<p>Marketing Channels and Supply Chain</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #5 posted on March 3 is due by March 7 @ 11:59PM.</p> <p><i>Quiz #6 (covering Week 7) is available on March 9 from 1-9PM ET.</i></p>	<p>Chapter 10</p>
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<p>Week 8 March 10</p>	<p>Pricing</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #6 posted on March 10 is due by March 14 @ 11:59PM.</p> <p><i>Quiz #7 (covering Week 8) is available on March 16 from 1-9PM ET.</i></p>	<p>Chapter 9</p>
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<p>Week 9 March 17</p>	<p>No lecture. Team Project Work Time arranged on your own.</p> <p>Team Project Report #1 due on March 21 @ 11:59PM ET.</p> <p>No quiz or weekly discussion topic.</p>	<p>n/a</p>
<p>Week 10 March 24</p>	<p>Guest Speaker – Mike Hardill (Director of Marketing & Digital, Hamilton Tiger-Cats Football)</p> <p>Marketing Communications</p> <ul style="list-style-type: none"> • 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. <p>Response to weekly discussion question #7 posted on March 24 is due by March 28 @ 11:59PM.</p> <p><i>Quiz #8 (covering Week 10) is available on March 30 from 1-9PM ET.</i></p>	<p>Chapter 12</p>

<p>Week 11 March 31</p>	<p>Mobile & Social Media Marketing</p> <ul style="list-style-type: none"> • 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. <p>Team Project Report #2 due on April 1 @ 11:59PM ET.</p> <p>Team Project Video & Peer Evaluation Forms due on April 5 @ 11:59PM ET.</p> <p><i>Quiz #9 (covering Week 11) is available on April 6 from 1-9PM ET.</i></p> <p>Response to weekly discussion question #8 posted on March 31 is due by April 4 @ 11:59PM.</p>	<p>Chapter 13</p>
<p>Week 12 April 7</p>	<p>Strategic Marketing Planning Final Exam Review</p> <ul style="list-style-type: none"> • 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. <p><i>Quiz #10 (covering Week 12) is available on April 13 from 1-9PM ET.</i></p> <p>No weekly discussion topic.</p>	<p>Chapter 15</p>
<p>Week 13 April 14</p>	<p>No lecture.</p> <p>No weekly quiz.</p> <p>No weekly discussion question.</p>	<p>n/a</p>