



**Introduction to Marketing (A1):
COMM 240
Fall 2016**

INSTRUCTOR: Dr. Sungchul Choi

E-MAIL: schoi@unbc.ca

OFFICE LOCATION: 10-4542 (Teaching and Learning Centre)

OFFICE HOURS: Wednesdays, 12:00pm – 2:00pm or by appointment

TELEPHONE NUMBER: (250) 960-5107

CLASS TIME: T 11:30am – 2:20pm

CLASS LOCATION: 5-178

COURSE DESCRIPTION:

This course is an introduction to the study of marketing in the context of social, consumer, and managerial processes. In this course, students study how marketing decisions concerning the choice of target markets, the development of products/services, price, promotion and distribution strategies influence the evolution of the exchange process and the satisfaction of buyer needs.

For marketing majors, this course will provide a good foundation for further marketing coursework. For non-marketing majors, the course will help you understand what marketing encompasses and how it relates to other business functions, to customers, and to society. It should help you become a better consumer and businessperson and to understand how marketing operates within the larger social and economic environments.

COURSE OBJECTIVES:

The objectives of this course are:

1. To gain an understanding of fundamental marketing concepts including the marketing process, target marketing, marketing strategy, marketing mix, and marketing analysis.
2. To develop your marketing decision-making skills so that you will be able to analyze marketing environments and determine appropriate marketing strategies.

REQUIRED TEXTS:

Gary Armstrong, Philip Kotler, Valerie Trifts, Lilly Anne Buchwitz (2017), “*Marketing: An Introduction*”, 6th Canadian Edition, Pearson, Toronto.

COURSE ASSIGNMENTS AND GRADE WEIGHTING

Component	Date	Weight
Midterm Exam 1	Oct. 11	25%
Midterm Exam 2	Nov. 8	25%
Final Exam	TBA	30%
Group Discussions	TBA	20%
Possible Bonus (Research Participation)	TBA	Up to 3%
Total		100%

COURSE FORMAT:

This course will consist of a combination of lectures, practical examples, cases, games, guest speaker presentations (if available), and group discussions. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussions in class. General lecture slides (incomplete slides) and reading materials designed to supplement class lectures will be posted on the BlackBoard Learning System prior to the scheduled discussion of the topic. Note that the complete slides for each chapter will be posted after we finish the chapter.

EXAMS:

Two midterm exams will consist of multiple choice and T/F questions and cover both assigned readings and lecture materials. The final exam will be comprehensive and consist of multiple choice and essay questions. There will be no makeup exams. If you miss an exam, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor immediately.

The exams will be “closed book”. No electronic devices are allowed to be used (e.g. no calculators, dictionaries, cell phones, iPod, or electronic devices of any kind).

GROUP DISCUSSIONS:

All students are expected to attend all class sessions. Active participation in class discussions is critical to the learning experience in this course.

Each one of you is expected to contribute to class discussions. Please do your assigned readings (including posted slides) for the scheduled lecture days so that you are in a better position to ask questions and comment on the material covered in class. This will make the learning process much more enjoyable for both you and me! After class and office hours discussions about ideas that you generated but did not find a chance to present in class are also encouraged.

In particular, during the course of the semester, you will be involved in group discussions. As the first step, you must form teams. The size of the teams will depend on class enrollment and will be announced in class. No group shall have less than 4 members (see Appendix 1– Group Information Sheet). The objective of small group discussions is to apply the basic concepts and principles learned in the real business world.

At the end of the semester, each group member will rate the performance of him/herself and every other group member on both the time (i.e., effort) and the quality of the work put into the discussions (see Appendix 2 - Peer Evaluation Form).

The contribution of group discussions to your final grade is 20%. Group discussions grade is primarily based on presentations of your findings and written summaries of the results. Each written summary is due on the very next class day. Written summaries have to be submitted at the beginning of a class period on the due date. If you do not submit on time, you forfeit a grade on the group discussions.

TENTATIVE COURSE SCHEDULE:

WEEK	DATE	DAY	TOPIC	CHAPTER
1	13-Sept	T	Introduction to Marketing The Marketing Concept	Ch. 1
2	20-Sept	T	Strategic Planning and the Marketing Process	Ch. 2 (Due: List of Group Members)
3	27-Sept	T	The Marketing Environment	Ch. 4
4	4-Oct	T	Marketing Information	Ch. 5
5	11-Oct	T	Mid-Term Exam #1 (Chapters 1, 2, 4, and 5)	
6	18-Oct	T	Consumer and Business Buyer Behaviour	Ch. 6
7	25-Oct	T	Segmentation, Targeting, and Positioning	Ch. 7
8	1-Nov	T	Products and Services/ Brand Strategy	Chs. 8 & 9
9	8-Nov	T	Mid-Term Exam #2 (Chapters 6-9)	
10	15-Nov	T	Pricing	Ch. 10
11	22-Nov	T	Marketing Channels	Chs. 11-12
12	29-Nov	T	Integrated Marketing Communications	Chs. 13-15
	T.B.A.		Final Exam (Chapters 1-15 except Ch. 3)	

Grading System: Grading System

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9
<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure:</u>	F	=	0-49.9

BONUS RESEARCH PARTICIPATION MARKS

Throughout the course of the term, a couple of studies will be made available to you and you will be given the option of signing up for these studies (I strongly recommend you participate in the studies because we will be discussing the research topics in class.). The purpose of this is two-fold: (1) to familiarize you with a number of procedures and methods used in academic research; and, (2) to provide you with an awareness of the types of research conducted by faculty members.

The participation grade that you receive for a study will be dependent on the length of the study. Studies that are half an hour or less are worth 0.5% participation grade, while studies that are an hour long are worth 1% participation grade. During the course of the term you may participate in up to 3% participation grades worth of research. Note that you will not receive the participation mark for participation alone. For each study the participation grade will be awarded based on your answers to a series of questions about the study. In addition, this is bonus participation mark, and is to be added to your final grade at the end of the term.

Conduct in Examinations

Students must present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor. The following regulations apply to the conduct of examinations:

- a. Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room (see Regulation 43 (b)).
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.

- d. Candidates must not leave their seats, except when granted permission by the proctor.
- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room.

Missing a Midterm or Exam

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

Do not schedule travel during the midterm or exam period that may conflict with your final exam!

If You Have Missed a Final Examination

Satisfactory explanation, with supporting documentation as appropriate, for any final examination missed must be made by the student or designate to the Office of the Registrar within 48 hours from the time the examination was written.

Within 48 hours of receiving a submission, the Registrar or designate may direct the Program under which the course is offered to arrange the writing of a special examination in the case of an examination which was missed.

Normally, for explanations of sickness, a doctor's certification is required.

Plagiarism and Academic Misconduct

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

Ethical Standards

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade
2. Asking for extra assignments for the purpose of raising a grade
3. Asking that the grade be raised because it is very close to the next higher grade

4. Asking that the grade be raised because you did very well on one part of the course or grading scheme
5. Asking for a higher grade because you don't like the grading scheme
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
7. Asking to be treated better than other students by making an exception to the rules
8. Asking for any other unfair advantage in grading.

No cell phones or iPods are allowed in class or in exams. Laptops may be used in class for note-taking.

Access Resource Centre

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please come and discuss this with me, or contact staff at the Access Resource Centre (arc@unbc.ca) located in the Teaching and Learning Centre, Room 10-1048 on the main campus. Students can also call the ARC at (250) 960-5682. Regional students can call the Centre toll-free at 1(888) 960-5682.

Academic Success Centre

The Academic Success Centre offers support for mathematics, writing, study skills, physics, statistics, commerce and economics. Services are available through one-to-one tutoring at the centre (room 10-2584; second floor of the Teaching and Learning Building); drop-in writing support is available on the first floor of the Library; and drop-in math/physics/statistics support is available at MACE (room 10-2088). Online support, including online writing tutoring, is available through the website at www.unbc.ca/asc. Peer-led supplemental sessions (SI and PLTL) are held for select courses – more information will be announced in classes.

Academic Advising

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

Respect

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

Appendix 1. Group Information Sheet

Group Name: _____

Group Member List:

	Name	Phone	E-Mail
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____

Group Contact Person (Leader)

Name: _____

Phone: _____

E-Mail: _____

Appendix 2. Confidential Peer Evaluation

This must be turned in with the final report before the report and mark will be returned. You may turn your evaluation in directly to the instructor's office. Please evaluate each group member including yourself on a scale of 1 (poor) to 5 (excellent) on the following. (please circle)

Group Name: _____

Your Name: _____

1 2 3 4 5 You met all deadlines including meetings as agreed.
1 2 3 4 5 The quality of my work was of the highest calibre.
1 2 3 4 5 I completed all work that was expected of me promptly.

Name: _____

1 2 3 4 5 This member met all deadlines including meetings as agreed upon.
1 2 3 4 5 The quality of his/her work was of the highest calibre.
1 2 3 4 5 This member completed all work that was expected of him/her promptly.
1 2 3 4 5 I would like to work on another project with this member.

Name: _____

1 2 3 4 5 This member met all deadlines including meetings as agreed upon.
1 2 3 4 5 The quality of work was of the highest calibre.
1 2 3 4 5 This member completed all work that was expected of him/her promptly.
1 2 3 4 5 I would like to work on another project with this member.

Name: _____

1 2 3 4 5 This member met all deadlines including meetings as agreed upon.
1 2 3 4 5 The quality of work was of the highest calibre.
1 2 3 4 5 This member completed all work that was expected of him/her promptly.
1 2 3 4 5 I would like to work on another project with this member.

Name: _____

1 2 3 4 5 This member met all deadlines including meetings as agreed upon.
1 2 3 4 5 The quality of work was of the highest calibre.
1 2 3 4 5 This member completed all work that was expected of him/her promptly.
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Name: _____

1 2 3 4 5 This member met all deadlines including meetings as agreed upon.
1 2 3 4 5 The quality of work was of the highest calibre.
1 2 3 4 5 This member completed all work that was expected of him/her promptly.
1 2 3 4 5 I would like to work on another project with this member.