

COMM204(01 & 03) Introduction to Marketing



Session: Fall 2009, **Time:** Mon & Wed, Section (01) 8:30 – 10:00 a.m., Section (03) 10:00 – 11:20 am **Room:** ESB 243, **Instructor:** Prof. David Williams, **Office:** ESB 72, Ph: 966-8423 E-mail: Williams@edwards.usask.ca, **Office Hours:** Tue & Thu: 2:00–4:00 p.m., Fridays: Unavailable

A. Text

Gary Armstrong; Philip Kotler; Peggy Cunningham; Lilly Anne Buchwitz, Marketing: An Introduction, Third Canadian Edition, Pearson Canada. A digital edition is available at: coursesmart.com

B. Website

The class website can be found at: <http://blackboard.usask.ca>. It contains the course outline, PowerPoint slides and other important information.

C. The Nature of the Class – ‘New and improved’

Starting in the fall of 2009, the nature of COMM204 has changed. The emphasis is now on experiential and active learning. To facilitate this, sections have been reduced from 105 to approximately 55 students.

However, before you can master and apply the knowledge of a discipline you have to know it. Acquiring information (facts, principles and concepts) is best achieved by your own reading and studying. To facilitate this, key definitions and diagrams cross referenced with the textbook in PowerPoint handouts will be posted on Blackboard. You are required to print these off and review them before class and to bring them to the appropriate class as in-class activities will be structured around them. Definitions will not be explicitly covered or regurgitated in class. However, you will be tested on them in the midterms along with other material covered in class.

The basic unit of knowledge is a question.

‘Learning how to use information and knowledge in new situations and developing lifelong learning skills is best achieved in class *working with your classmates and with the professor*. Active learning requires you to make first contact with the info on your own. We then use that content together in class in active learning activities.’^a

Therefore, class time will be spend applying the material with active and experiential learning exercises through examples, discussion, interactive exercises and the asking of many questions.

Each student is expected to play an active role in classroom discussion, as called upon by the instructor and on a voluntary basis. You should be prepared to discuss questions, materials and

^a Smith, G. A (2008), ‘First-Day Questions for the Learner-Centered Classroom’ *The National Teaching & Learning Forum*, 17(5), pp. 1-4, <http://www.ntlf.com/html/ti/v17n5comp.pdf>, Accessed August, 17, 2009.

cases assigned in class.

I will endeavour to make each eighty minute period as interesting, relevant, engaging and enjoyable as possible. At the end of the course you will have the opportunity to personally evaluate my success.

D. Course Objectives

1. To apply, vividly illustrate and bring to life the discipline of marketing and successful marketing practice.
2. To make you smart, informed, demanding and discerning consumers so you will be smart, informed, demanding and discerning marketers.
3. To develop an understanding of: the nature and scope of marketing; the relationship of marketing to the overall organization; the terminology used in marketing; to develop skills in assessing, formulating and communicating solutions to real life problems involving the marketing process; and, to gain a basic knowledge of specialized marketing topics.
4. To have fun learning together.

E. Strategies for Success

- Print and read the relevant PowerPoint slides posted on blackboard **before** class and bring them **to class** as they provide the underlying structure of the class.
- Read the assigned chapter before class.
- In class, actively listen answer and ask questions.
- After class, self review the material covered in class. If it is unclear, needs further explanation or stimulates a question, ask it at the start of the next class.
- Attend **every** class on time and for the **entire** class period. Attendance is not optional in this class. To perform well in this class you need to attend it.
- Participate in discussions of assigned topics by offering answers to textbook questions, asking original questions, and relating personal experiences or observations to the class.
- Study textbook, assignments and class notes and apply principles and concepts to all

assignments and projects.

- Prepare assignments and projects as directed.

F. Guidelines for Academic Conduct and Academic Dishonesty

Every student who is registered in this class is expected to have read, understood and to abide by the rules regarding academic conduct at:

http://www.usask.ca/university_secretary/council/reports_forms/reports/guide_conduct.php

and student academic dishonesty at:

http://www.usask.ca/university_secretary/council/reports_forms/reports/09-27-99.php

G. Evaluation*

Case Assignment 1	17.5%	
Case Assignment 2	17.5%	
First Midterm	17.5%	(Chapters 1, 2, 3, 4 & 7)
Second Midterm	17.5%	(Chapters 6, 8, 9 & 10)
Final Exam	30.0%	

* Students may receive up to 2% bonus marks by participating in the Research Pool. See the attached information in Section L.

H. Professor Evaluation

At the end of the course you will also have the opportunity to evaluate my performance and for transparency, I have attached my student evaluations from fall 2008 to this outline.

I. Electronic Devices

If you use your lab top computers and other electronic devices are to check e-mail, surfing the web or their use is simply too disruptive, the professor will introduce an individual or global **ban** on their use in class.

J. Class Schedule

	Date	Topic	Chapters	Important Dates
Sept	Wed 9	Introduction, Nature of Marketing	1	
	Mon 14	The Nature of Marketing	1	
	Wed 16	The Nature of Marketing	1	
	Mon 21	The Future of Marketing		
	Wed 23	Marketing & Society	3	
	Mon 28	Marketing & Society	3	
	Wed 30	Marketing Environment	4	
Oct	Mon 5	Marketing Environment	4	
	Wed 7	Strategic Planning	2	
	Mon 12	Thanksgiving		
	Wed 14	Target Markets	7	
	Mon 19	Target Markets	7	
	Wed 21	First Midterm	1, 2, 3, 4 & 7	Case One Due
	Mon 26	Consumer Behaviour	6	
Wed 28	Consumer Behaviour	6		
Nov	Mon 2	Consumer Behaviour	6	
	Wed 4	Product	8	
	Mon 9	Product	8, 9	
	Wed 11	Remembrance Day		
	Mon 16	Product / Pricing	8, 9, 10	
	Wed 18	Pricing	10	
	Mon 23	Second Midterm	6, 8, 9 & 10	
	Wed 25	Retailing	11	Case Two Due
Mon 30	IMC	12		
Dec	Wed 2	IMC	12	
	7-22	Final Exam Period	All of the above & more	Don't leave home before Dec. 22

K. Exams

Midterms will consist of multiple choice questions with no penalties for incorrect answers. The second midterm will test the material covered since the first midterm.

Section A of the final exam will consist of multiple-choice questions specifically testing material covered since the second midterm. There may possibly be a section of true/false and covering material from the entire course. **The last and most weighted section will be largely based on material discussed in-class.**

Exams must be taken as scheduled. If an exam is missed the weighting will automatically be assigned to the final exam. Alternative arrangements for completing cases and exams will be made only in the case of a death in the family or serious and prolonged illness (a medical certificate is required for the latter). Copies of the midterm, final exams or other forms of assessment will not be available or returned. However, students will receive a computer generated print-out of their midterm results, indicating the correct answer and/or the student's answer. There will be no make up exams before and after the scheduled exam date.

All material covered in class, including lectures, class discussion, guest speakers and videos will be deemed as legitimate topics to include in examinations whether or not it is explicitly covered in the text. Similarly, all assigned material in the text is considered as appropriate to include in midterms and the final exam whether or not it is explicitly covered in class. Students will not be tested on the facts and details of cases.

Students must complete every piece of assessed work to pass the course. Failure to submit a case by the specified date or a midterm will result in a failing grade of an INF.

L. Research Pool

At ESB, we recognize and promote the benefits of experiential learning. Joining the Research Pool is one means of promoting this practice, as it enhances student learning through firsthand experience with scholarly research. The Research Pool helps support research projects conducted by faculty and students. Your participation is highly valued and appreciated.

All studies take place in a classroom and consist of simple surveys to complete, sometimes after testing a product (e.g., eating some Smarties or drinking apple juice), or after watching a short video or looking at a series of pictures. The average length of a study is 30 minutes. Prior to being listed on the Research Pool Web site, all studies have received approval by the appropriate Research Ethics Board at the University of Saskatchewan.

Throughout the term, a few studies will be made available to students. If you wish to participate in a study, check the ESB Web site under “Research Pool” in the “Students” tab to see which studies are available to you. **You earn a 1% bonus for each research study in which you participate**; this bonus will be added to your final mark in COMM 204. In any given term, 2% is the maximum you can earn toward your final mark through research pool projects. This means you can participate in two projects in a given term to obtain a total bonus of 2%.

You can sign up for a research project and later remove yourself from the research project any time up to 24 hours before the study will take place. **If you do not remove yourself from the research project sign-up sheet at the ESB Web site and then fail to attend the research study, you will not be allowed to participate in any further research studies during the semester.** “No-shows” block other students from participating in research studies and can hurt the outcome of the research study.

You need to be at least 18 years of age at the time of the research study to be allowed to participate. If you are less than 18 at the time of the study and want to earn extra credit, please contact the Research Pool coordinators. If you choose not to participate in any research studies, but want to earn extra credit, please contact the Research Pool coordinators. In these cases, an alternative assignment will be provided to you (e.g., case study analysis, research paper) and bonus points will be awarded based on your grade on the assignment (up to 2%). **The last day to apply for an alternative assignment is November 20, 2009.**

If you have any comments or questions about the operation of this Research Pool, please direct them to the coordinators of the Research Pool at ReseachPool@edwards.usask.ca.

M. Study Guide

To facilitate life long learning in marketing and for ease of studying during the course a visual study guide is presented on the following page:

