**Course Outline**

**John Molson School of Business**

**WINTER 2022**

**COMM223 **

**Marketing Management I**

**The first two lectures are delivered online and the remaining ones are in class.**

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| **General Information** |

Instructor: Tieshan Li

Email: tieshan.li@concordia.ca

Phone: 514-848-2424 ext. 2953

Office Hours: by appointment

Office: MB13-315

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| **Course Description** |

This survey course introduces students to the key concepts in marketing. Topics covered include marketing strategy, buyer behaviour, and the impact of technology on the discipline. The course also explores the important role that marketing plays in advancing society. Note: Students who have received credit for COMM224 or MARK201 may not take this course for credit.

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| **Learning Outcomes** |

Upon completion of this course, the student will:

1. be able to explain the marketing planning process and its components;

2. know how to apply marketing concepts and tools across a broad spectrum of situations;

3. understand how to integrate a selection of important values and attitudes into his/her

overall business mindset;

4. exhibit a basic appreciation for the science aspect of marketing;

5. be a better team player

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| **Teaching Method** |

This course will use a combination of pedagogical approaches, including lectures, discussions, situation analyses and reports. Each student is expected to attend class sessions with a thorough understanding of the chapter(s) assigned for that class. The objective of the lectures and discussions will be to enhance comprehension of the material and not to merely review concepts and definitions.

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| **Course Materials** |

Textbook: ISBN: 9780135356234

Title: MYLAB MARKETING WITH E-TEXT – STANDALONE ACCESS CARD – FOR MARKETING: AN INTRODUCTION, 7th Canadian Edition

Author: ARMSTRONG, KOTLER, TRIFTS, BUCHWITZ

Publisher: PEARSON

The e-text is available at Concordia Book Stop, <https://www.bkstr.com/concordiastore>

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| **Course Schedule** |

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| --- | --- | --- | --- | --- |
| Class | Topics from Textbook / Activity | Assignments / Evaluation | Page Numbers | Value |
| # 1 | **Course Introduction**  **Chapters 1: Marketing: Creating Customer Value and Engagement**  What is marketing?  Understanding the marketplace and consumer needs  Designing a customer-driven marketing strategy  Preparing an Integrated Marketing Plan and Program  Managing customer relationship  Capturing value from customers |  | p. 1-23 |  |
| # 2 | **Chapters 2: Company and Marketing Strategy**  Marketing strategy and the marketing mix (p. 51 – 57)  Managing the marketing effort and Marketing return on investment (p. 57-61)  **Chapter 3: Analyzing the Marketing Environment**  The microenvironment  The macroenvironment |  | p. 51-61  Entire Ch.3 |  |
| # 3 | **Chapter 4: Managing Marketing Information**  Marketing information and customer insights  Assessing marketing information needs  Developing marketing information  Marketing research  Analyzing and using marketing information | **Team formation** | p. 104-132 |  |
| # 4 | **Chapter 5: Understanding Consumer and Business Buyer Behavior**  Consumer markets and consumer buyer behavior  Business markets and business buyer behavior | **Quiz 1** | Entire Ch. 5 | **8%** |
| # 5 | **Chapter 6: Customer Value-Driven Marketing Strategy**  Market segmentation  Market targeting  Differentiation and positioning | **Project ideas due** | Entire Ch. 6 |  |
| # 6 | **Chapter 7: Product Mix**  What is a product  Product and service decisions  Services marketing  Branding strategy |  | Entire Ch. 7 |  |
| # 7 | **MID-TERM EXAM** | | | **25%** |
| # 8 | **Introduction to Demand Forecasting (Appendix 4, Team Project)**,  **Chapters 8: Product Mix (Continued)**  New product development  Product life cycle |  | p. 656-657  p. 258 – 280 |  |
| # 9 | **Chapter 9: Price Mix (Reference: Appendix 4)**  Major pricing strategies  Other internal and external factors affecting pricing decisions  New product pricing  Product mix pricing |  | p. 288 – 306  p. 650 - 655 |  |
| # 10 | **Chapter 10: Place Mix (Marketing Channels)**  Supply chain and the value delivery network  Channel behaviour and organization  Channel design decisions  Channel Management decisions |  | p. 326 – 348 |  |
| # 11 | **Chapter 12: Promotion (Communication) Mix - Integrated Marketing Communications (IMC) Strategy**  The promotion mix  Integrated marketing communications  Shaping the overall promotion mix  Advertising  Public Relations  **Chapter 13: Personal Selling and Sales Promotion** | **Quiz 2** | p. 400-428  p. 430-433  p. 439-458 & p. 459 -466 | **8%** |
| # 12 | **Chapters 12 & 13: (Continued)**  **Chapter 14: Direct, Online, Social Media, and Mobile Marketing**  Direct and Digital Marketing  Forms of Direct and Digital Marketing  Marketing in the Digital Age  Social Media and Mobile Marketing |  | p. 473-501 |  |
| # 13 | **Chapter 15: The Global Marketplace**  Global marketing today  Looking at the global marketing environment  Decisions on global marketing  **Chapter 16: Sustainable Marketing, Social Responsibility and Ethics**  Sustainable marketing  Social criticisms of marketing  Consumer actions to promote sustainable marketing  Business actions towards sustainable marketing  TED: <https://www.ted.com/talks/harish_manwani_profit_s_not_always_the_point#t-347374> | **PROJECT DUE** | Entire Ch. 15  Entire Ch. 16 | **25%** |
| **MRP Due (Date T.B.A.)** | | | | **4%** |
| **Formal Examination Period (DATE T.B.A.)** | | | | **30%** |

**Withdrawal dates**:

* **January 19 (Wednesday)**: Deadline for withdrawal with tuition refund (DNE) from Winter 2022 courses
* **March 21 (Monday)**: Deadline for academic withdrawal (DISC) from Winter 2022 courses

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| **Course Evaluation** |

The final grade for the course will be based on the following components:

**Evaluation Element Due Date Value**

Marketing Research Practicum T.B.A. 4%

Quiz 1 Class 4 8%

Quiz 2 Class 11 8%

Mid-Term Examination Class 7 25%

Term Project (team assignment) Class 13 25%

Final Examination T.B.A. 30%

**Total 100%**

***Note: In keeping with the University’s initiatives on sustainability, your instructor may request that some, or all, assignments be submitted only in electronic format.***

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| **Additional Regulations** |

1. Students shall note that the purchase and/or use of a reproduced/photocopied copy of an original text is illegal in Canada.
2. Students are expected to participate in class discussions on the lecture material as this is an important element in the development of their managerial skills.
3. Assignments must be submitted at the beginning of class on the assigned date. **Late assignments are not accepted.**
4. **A grade of less than 40% on the final examination constitutes automatic failure of the course.**
5. Students are required to be familiar with Concordia’s Code of Conduct – Academic. Please see the **2021-2022 Concordia Undergraduate Calendar.** The Offences (articles 18~19) and the Sanctions (article 21 through 25) in the Academic Integrity and the Academic Code of Conduct section are particularly noteworthy.
6. Any form of recording or publication of course content is prohibited unless the consent of the instructor has been obtained in advance.  See University Policy at <https://www.concordia.ca/content/dam/common/docs/policies/official-policies/PRVPA-2.pdf>

**In any work submitted, students must identify all information sources used in the corresponding portion of the paper as well as at the end of the work. Any violation of this prescription constitutes plagiarism under the Code of Conduct.**

**Urkund / Ouriginal**

For some of your assignments, your professor may use the software Urkund / Ouriginal. It uses text matching technology as a method to uphold the University’s high academic integrity standards to detect any potential plagiarism. Urkund / Ouriginal is integrated into Moodle. For the assignments set up to use Urkund / Ouriginal, the software will review your paper when you upload it to Moodle. To learn more about Urkund’s privacy policy please review its [Privacy Policy](https://www.urkund.com/about-us/privacy-policy/).

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| **Details of Assignments** |

**1. Marketing Research Practicum 4%**

Details of this assignment will be provided in a supplement to this course outline that will be distributed early in the term.

**2. In-Class Assignments 16%**

These will be described in detail by your instructor during the first class

**3. Mid-Term Examination 25%**

This exam will be worth 25% of the overall course grade and will be based on the chapters covered up to and including Class 6. The exam will be held during class time on **Class 7** and may include multiple choice, short answer, and/or short scenarios with separate questions applying to them. **The content of the mid-term exam will be determined by your instructor.**

For your medical reason to be verified by the associate dean or university staff, an official medical note ***(Medical Certificate for a Deferred Notation – Form 4B)*** must be completed by your medical clinic and/or doctor. Form 4B must be used for all exams. You can find the form at:

<https://www.concordia.ca/content/dam/concordia/offices/registrar/docs/forms/SRC-Medical-Certificate-Appendix-III-English.pdf>

**4. Final Examination 30%**

This exam will be worth 30% of the overall course grade. Although this exam covers the entire course, slight emphasis will be on material covered since the mid-term examination held in Class 7. The final exam may include multiple choice questions as well as a variety of essay and application-oriented questions.

**5. Marketing Term Project (Assignment details) 25%**

(1) Objectives

This term project is intended to provide an applied/real-world orientation to your course learning.

(2) The Task

The overall project involves a series of integrated component exercises. The “Macro-environment”, “Segmenting & Targeting, and Positioning” and “Marketing Mix” sections, in particular, require the team to “apply” what they have learned in the corresponding section(s) of the text and during in-class sessions. For the latter two sections, the focus is on the specific tactics you will be adopting (i.e. what are you going to do) as well as the rationale for your recommendation (i.e. why will you be doing it).

Note that your instructor MAY announce a specific product category or industry and, in such a case, students’ new product ideas need to be restricted to the situation described by the instructor. It is also possible that your instructor asks you to come up with a new product for a certain existing company (for example, a new product for Starbucks).

(3) Instructions

This is a progressive assignment. It is strongly recommended that the project be completed according to the schedule indicated below. The “Identification of New product/Service” project component ***must*** be submitted for professor’s approval and feedback **by Class #5** (or before if you wish).

**Please note and adhere to all page limit and formatting requirements assigned to each project component.** Failure to comply will result in significant mark deductions. Within the page limitations, make sure each response is complete. This can be facilitated by making sure that there is absolutely no wastage in your responses. Keep focused throughout - especially in the marketing mix section - to maintain the ‘applied’ orientation of the project.

**No descriptions and/or explanations of theory should be included (e.g. do not include a definition of ‘macro-environment’ or philosophize about its importance in your paper).**

(4) Evaluation of Group Work

Since a significant portion of your final grade is based on teamwork, you must be prepared to invest a considerable amount of time working effectively, efficiently and diligently with your team-mates. A TEAM MEMBER EVALUATION form (i.e. already distributed in class and posted in the course folder) ***must*** be completed confidentially by each team member and submitted individually to your professor as instructed by the end of Class #13. Please note that your final grade can be affected by this peer evaluation process, i.e., the assessment of your overall contribution to the group’s performance as judged by your group members. ***Note that this is a team assignment and instructors will not accept individual work.***

(5) Project Components and Time lines

1) Team Formation (Class #3)

The list of team members must be submitted to your professor either in class or via email before 5:00 p.m. on the date specified by your professor. Ideally, five or six students (NOT MORE than six) will constitute each team. Any class member whose name is not on a team list submitted by the aforementioned deadline will be placed on a team by your professor.

2) Identification of New Product/Service (Class #5)

1. Identify two different sources from which you can obtain “New Product/Service” ideas. Make sure a sample page from each is included in your appendix. Why do you believe these are good sources?

*Guidance: The purpose of this section is to help all JMSB students explore the broad array of sources from which new product ideas are available. With the aim of fostering an entrepreneurial spirit within each student, this aspect of the overall exercise is aimed at encouraging students to eventually seek out distribution rights for some of the products they discover and/or to generate new product ideas of their own that could serve as the basis of a future business initiative.*

1. Using either a source from above ***or your own brainstorming***, describe a new product or service that your team would like to introduce into the Quebec and/or Canadian market(s). What need is being served by the product or service you selected?

*Guidance: This is the foundation for the rest of your project throughout which you will simulate the real-life scenario and all the relevant decisions and considerations associated with bringing your chosen idea to market.* ***It must be a new product/service and it must be a consumer product/service.*** *A five (5) or six (6) line write-up of your idea –sufficient for the professor to understand its essence and components – is what* ***must*** *be submitted for Class #5. Approval of your proposed “idea/product” for the project may be refused for any of the following reasons:*

1. *the product (or some close variation thereof – thus involving insufficient differentiation) already exists in the Canadian market; or*
2. *the product has been the focus of a previous project; or*
3. *(rarely invoked) the likelihood of completing the project in a timely fashion is considered by your professor to be low due to: the technical complexity of the product, the likely scarcity of information that would be helpful, etc.*
4. Why do you think this product/service would be successful?

3) Macro-environmental Impact (Class #6)

Using Figure 3.2 (page 75) as the focus of your response, describe to what degree and in what specific ways ***each*** of the six components of the ‘macro-environment’ is likely to impact the sales of the product/service you have selected. Be as specific as possible in your description of the likely impact in each instance. If the COVID-19 pandemic could impact the marketing success or failure of your product/service, include the potential effects of the pandemic on macro factors as they relate to your product.

*Guidance: For each of the six categories of forces, students should identify the major trends that are most likely to have a positive or negative impact on the success of their product. Students must show how development of the marketing strategy for the chosen idea/product might have to be configured in order to fully leverage or minimize the impact of the particular trend identified. A net assessment of the impact (i.e. whether ‘positive’ or ‘negative’) should conclude the treatment of each category.*

4) Segmentation, Targeting, and Positioning (Class #8)

1. Identify two potential and viable target markets for your product/service. Make sure that at least three different segmentation variables (see Table 6.1 on page 188 of the text) are represented in your profiles (=descriptions) of each segment. If you believe that ONLY one potential target segment is feasible, be sure to discuss why it is so. Provide clear reasons as to why a second segment would not be practical or meaningful.

*Guidance: Remember that a target market profile is a statement of the description of the group of consumers that you will be targeting. This should be expressed in one or two sentences, and should include an array of descriptions representing at least three of the four categories of segmentation variables we learn in the course. After the complete profile is presented (i.e. in one or two sentences), the treatment here should direct itself to explicitly showing how each category is represented. Make sure that the profiles presented are quite distinct from one another.*

1. Which target market would you choose to pursue? Why?

*Guidance: Select from above the target that you believe is best and convince the reader why that is so. Consistent with the idea of being most effective and successful in securing ‘buy-in’ to your recommendation, please direct more prominence and attention to the target that you are recommending than to the one that you are NOT recommending.*

1. What is the value proposition of your product? How would you differentiate your product from competitors’ products/services? Develop a positioning statement for your product/service.

5) Secondary Data & Sales Potential (Class #9)

1. Select two sources of secondary data that you might use in determining the potential market size of your product/service. Why do you believe these are good sources?

*Guidance: The objective here is for the team to find two sources that contain data that would be helpful to estimate the potential size of the market for your product or service. In supporting your selections, specify the types of data from these sources that you would use in estimating the market size. Here are some examples of the potential data sources, which can be accessed by clicking the following link:*

<http://www.concordia.ca/library/guides/marketing/intromarketingresearch.html>

The above link includes information about:

##### i) Search for trends, products and services with articles: [ProQuest Business Databases](http://clues.concordia.ca/record=e1000424~S0) and

[Factiva](http://clues.concordia.ca/record=e1000360~S0)

##### ii) Macro-environment and segmentation with Statistic Canada: Census, National household survey & and CANSIM

##### iii) Market Description and sales potential: [Passport by Euromonitor](http://clues.concordia.ca/record=e1001087~S0) and [SimplyMap Canada](http://clues.concordia.ca/record=e1001163~S0)

1. Attach a sample page from the one source that is most relevant to your product/service. How would you use this data?

*Guidance: Include a relevant sample page from the source/site in a properly identified appendix to your report. In the report itself, show how the data contained in that sample page in the relevant appendix would be incorporated into the estimated market size calculation.*

1. Estimate the potential sales for this good/service. What factors did you consider in arriving at this estimate? Support your estimate with detailed reasoning and the calculations undertaken.

*Guidance: This sub-component of the project is intended to sensitize the student to the challenges and difficulties associated with ‘sales forecasting’ in the real world. In order to obtain financing for an entrepreneurial initiative, an attempt must be made to generate reasonable sales projections. This is not an easy task, even in the ‘real world’. The team is expected to come up with a specific number (in either dollars or units) as a projection for maximum possible first-year sales.*

*Your professor is not nearly as concerned about the actual number as s/he is about the thinking and logic that was used in deriving it.*

6) Marketing Mix & Complete Plan (Class #13)

Outline specific strategies and tactics for **each** marketing mix element. Support your response in each instance. The format may be of your choice. A logical format will be recommended. Use whatever is most comfortable to the group.

*Guidance: This section of the project has the greatest mark value. What is expected here is that the team will provide specific and detailed tactics relating to each of the decision areas for each of the four components of the product’s marketing mix. A very brief supporting rationale for each tactic should be provided. This section constitutes the specific action plan for your product. The following should be kept in mind as your team develops this section: 1) everything here depends upon and devolves from the target market that you chose earlier (i.e. in Question #4B); 2) all the tactics that you adopt should be very consistent with one another and with the overall strategy for your product (i.e. target selected; value proposition; positioning; etc.)*

**TERM PROJECT: WORK COMPLETION SCHEDULE**

|  |  |  |
| --- | --- | --- |
| ***Class*** | ***Team Task*** | ***Actions required*** |
| 3 | Team Formation | Inform your instructor |
| 5 | Identification of New Product | Official approval required |
| 6 | Macro-environmental Impact | *No official submission necessary* |
| 8 | Segmenting & Targeting | *No official submission necessary* |
| 9 | Secondary Data & Sales Potential | *No official submission necessary* |
| 13 | Marketing Mix | Submit written project |

The complete written project will be submitted on **Class 13**. It will include all components detailed above. Below is the required format ***(using 1” margins, single spacing, and font size 12):***

Title page with team members’ names (1 page)

Table of Contents (1 page)

Identification of New product/service (1 page)

Macro-environmental Impact (2 pages)

Segmentation, Targeting, and Positioning (1-2 pages)

Secondary Data & Sales Potential (1-2 pages)

Marketing Mix (Maximum 3 pages)

Bibliography (No limits)

Appendix (No limits)

***Note: In keeping with the University’s initiatives on sustainability, your instructor may request that some, or all, assignments be submitted only in electronic format.***

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| **Academic Integrity** |

The Code of Conduct (Academic) at Concordia University states that the "integrity of University academic life and of the degrees, diplomas and certificates the University confers is dependent upon the honesty and soundness of the instructor-student learning relationship and, in particular, that of the evaluation process. As such, all students are expected to be honest in all of their academic endeavours and relationships with the University." (Undergraduate Calendar, section 17.10.1)

All students enrolled at Concordia are expected to familiarize themselves with the contents of this Code. You are strongly encouraged to visit [https://www.concordia.ca/students/academic-integrity.html](https://www.concordia.ca/conduct/academic-integrity.html?utm_source=redirect&utm_campaign=academic-integrity.html) which provides useful information about proper academic conduct.

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| **Feedback and Grading** |

The objective of this course is to broaden your knowledge and skills in the area of Marketing. Working through the assignments will enable you to develop a better understanding of this field. Feedback will be provided to you throughout the course. At the end of each course, the instructor will submit a letter grade for every student registered. Using the grade point equivalents listed below, Grade Point Averages (GPA) are calculated for the evaluation of academic achievement, Honours standing, prizes, and academic standing.



Letter and Number Grades

The following list provides the equivalent letter and number grades for assignments in this course:

Letter Number Letter Number

A+ 90 - 100 C+ 67 - 69

A 85 - 89 C 63 - 66

A- 80 - 84 C- 60 - 62

B+ 77 - 79 D+ 57 - 59

B 73 - 76 D 53 - 56

B- 70 - 72 D- 50 - 52

F < 50

\* **D- is the minimum requirement to pass the course.**

Please refer to section 16.3 of the Undergraduate Calendar for more information about the grading system, examinations, and performance requirements. [**http://www.concordia.ca/academics/undergraduate/calendar/current.html**](http://www.concordia.ca/academics/undergraduate/calendar/current.html)

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| **Assessment of Learning Outcomes** |

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|  | Mid-term and final exam | Major term project | Marketing research practicum |
| 1. Be able to explain the marketing planning process and its components. | Theory-based exam questions and recognition-type multiple choice questions will be used to determine knowledge and understanding. | All components of the marketing planning process are integrated into the term project. |  |
| 2. Apply marketing concepts and tools across a broad spectrum of situations. | Application-based exam questions will be used. | A design of marketing strategies for a new product concept is required to ensure proper application of marketing concepts and tools. |  |
| 3. Integrate a selection of important values, attitudes and perspectives into his/her overall business mindset. | Exam questions that require critical analysis of statements relating to these attitudes, values and perspectives will be used. | The identification of a new product concept necessitates a business mindset by integrating important values, attitudes, and perspectives. |  |
| 4. Exhibit a basic appreciation for the science aspect of marketing. | Exam questions that require understanding on the scientific aspects of marketing research process will be used. | A demand forecasting component emphasizes the application of a scientific approach to project the demand level for the product. | A student is required to be a participant in a marketing research exercise undertaken by a faculty member. |
| 5. Be a good team player in any business situation. |  | A student’s final grade on the term project may be adjusted depending upon the professor’s review of confidential team peer evaluations completed by all members of the team. |  |

### Extraordinary circumstances

In the event of extraordinary circumstances and pursuant to the [Academic Regulations](https://www.concordia.ca/students/regulations.html), the University may modify the delivery, content, structure, forum, location and/or evaluation scheme. In the event of such extraordinary circumstances, students will be informed of the changes.