

Course Outline

1. COURSE INFORMATION	
Session Offered	Spring/Summer 2022
Course Name	Fundamentals of Marketing
Course Code	GENTECH 3MB3/4MK3
Date(s) and Time(s) of lectures	GENTECH 3MB3/4MK3 C01: Saturdays 9:00AM - 12:00PM C02: Fridays 6:30PM-9:30PM
Program Name	Degree Completion Program is GENTECH 4MK3 Equivalent offered in the following B. Tech. Programs as GENTECH 3MB3: Automotive and Vehicle Engineering Technology / Biotechnology / Automation Engineering Technology
Calendar Description	Marketing as a business function is the process by which individuals and organizations get what they need/want by creating and exchanging goods, services with others. The student will be introduced to the marketing environment, industry and competitor analysis, objective setting, marketing strategies, and market mix components that affect decision-making. During this course, students will learn about the 4Ps of marketing: product, price, promotion, and place with a Business-to-Business focus as most of the Bachelor of Technology students will likely end up working in firms that compete in the business marketing environment. This course examines special features of high technology markets and the unique challenges that confront the marketing professional in this area in addition to exploring modifications required in global markets. Throughout the course, students will be exposed to industry examples of how marketing in a business-to-business setting are applied today.
Instructor(s)	Matthew Schonewille Email: schonemj@mcmaster.ca
2. COURSE SPECIFICS	
Course Description	The success of a business depends on the effectiveness of their marketing initiatives. Businesses are always looking for ways of gaining new customers while maintaining their current customer base. For a company to have marketing success it becomes imperative that they understand their consumer (be it a customer or another business), their market environment and their competition. This course allows you to review the fundamentals of marketing with an emphasis on Business-to-Business organizations while learning strategies and tactics that are applicable to any industry. Inherent in the tactics is the ability to formulate a successful marketing mix/plan for increased profitability while also exploring global potential. The student will look at the levers (4Ps) they can use to profitably market a product/service in the current environment. The unique quality of business-to-business relationship selling and promotion will also be addressed.

Instruction Type	Code	Type	Hours per term
	C	Classroom instruction	
	L	Laboratory, workshop or fieldwork	
	T	Tutorial	
	DE	Distance education	39 hours
Total Hours			
Resources	ISBN	Textbook Title & Edition	Author & Publisher
	ISBN: 9780135356234	E-Text: Marketing: An Introduction 7th Edition	Gary <i>Armstrong</i> , Philip Kotler, Valerie Trifts, Lilly Anne Buchwitz Pearson Publishing
	Other Supplies	Source	
		PowerPoint slides and supporting material will be provided via electronic files on the course A2L site	
Prerequisite(s)	Registration in DCP program Registration in Level 3 of Automotive and Vehicle Engineering Technology, Biotechnology or Automation Engineering Technology		
Corequisite(s)	None		
Antirequisite(s)	None		
Departmental Policies	<p>Students must maintain a GPA of 3.5/12 to continue in the program.</p> <p>In order to achieve the required learning objectives, on average, B.Tech. students can expect to do at least 3 hours of “out-of-class” work for every scheduled hour in class. “Out-of-class” work includes reading, research, assignments and preparation for tests and examinations.</p> <p>Where group work is indicated in the course outline, such collaborative work is mandatory.</p> <p>The use of cell phones, iPods, laptops and other personal electronic devices are prohibited from the classroom during the class time, unless the instructor makes an explicit exception.</p> <p>Announcements made during class or placed on Avenue are considered to have been communicated to all students including those individuals that are not in the virtual class.</p> <p>Instructor has the right to submit work to software to identify plagiarism.</p>		
Course Specific Policies	<p>It is expected that students read the material that is coming under discussion prior to the online session.</p> <p>All homework assignments and the Marketing Plan submitted for evaluation are completed by word processor software.</p> <p>Presentations associated with the Marketing Plan project are done using MS PowerPoint®.</p> <p>Students are expected to attend and actively participate during online sessions offering insight, comment, reinforcement, contrary views, and underscoring examples.</p>		

Students who have access to authorized recorded lectures in a course may use these recordings **only for personal or group study and should not reproduce, share or upload the recording to any publicly accessible web environment.** Similarly, notes, slides, evaluations and tests are for personal use and should not be shared with others outside of a course.

Course Communications:

- It is your responsibility **to check Avenue daily** – everything you will need is there and any important announcements will be posted there. Set your home page to the news feed for the course. See the Course A2L Website for any updates.
- We only respond to emails from students' McMaster email accounts. Ensure that your Mac account is activated and has space to receive emails. We reply to emails only once, and if it returns to us as "undeliverable mail" we do not attempt any further replies. We do not respond to emails asking questions to which the answer is readily available in the course outline or Avenue.

Buyer Decision Process of a Product or Service/Individual (20%)

Consider an object or service that you've purchased recently and use in your everyday life. This object can be as technologically simple or complex as you want. However, you required **extensive problem solving** to acquire it. You will have to describe the Product/Service and follow the steps of the Buyer Decision Process. Analyze and describe how & where you acquired it, the decision-making process that led you to acquire it, the price, did you consider alternative products/services, how it was marketed, how it became a NEED versus a want. What do you know about the company who offers the product/service? How do you use it? What were the factors that influenced your decision to purchase it? What were the Marketing Influences at each stage of the Buyer Decision Process? Are you satisfied with the product/service or did you go through cognitive dissonance afterwards?

Buyer Decision Process Report Due: Wed June 8th @11:59 pm EST (Both C01 & C02)

Team Marketing Plan for Product/Service in Technology (40%)

Each group of students (5-6 per group) will choose a Canadian industry, and a Canadian company that operates within this industry. The industry incorporates all of the companies and activities, as defined by the NAICS or SIC code, and it must include at least two competitors.

Note that ALL Marketing Plan Idea proposals must be approved in advance by the professor. There will be a maximum of 12 (or less) teams due to presentation time constraints in the course schedule.

PHASE 1 (TEAM BIO):

- Team Profile with Team member Bios, work experience, strengths & weaknesses
- Team Picture with names identifying all group members

**Team Bio Due: Wednesday May 18th @11:59pm EST (worth 1% in online activities)
Both C01 & C02**

PHASE 2 (Screening Presentation)

- Team introduction
- Choose a Canadian Industry.
- Choose a Canadian company within the industry & describe it. (Strengths & weaknesses of chosen company)
- Who are its competitors? (must have 2 or more competitors) with S & W
- COMPLETE Industry Environmental Scan (PEST/CREST/PESTLE)
- Proof of availability of data for the rest of the project (at least 5 sources are required)

This portion will be presented online according to a set schedule. **It is worth 10%.** It has to be approved before proceeding with the rest of your analysis.

Base your choice on the following: (1) the availability of data; (2) the application of research techniques; and (3) your group interest.

You are discouraged from choosing a private company unless you have inside information on it and have clearance from the company to discuss their information in class.

It is preferable to choose a company that **focuses on business-to-business market activities**. However, you can check with the instructor on other B2C companies.

The team should highlight the strongest trends that are impacting the overall industry.

Phase 2 In-Class Presentation Slide Deck with NOTES (Check A2L)

DUE for C01: Friday June 4th @11:59pm EST

DUE for C02: Thursday June 3rd @11:59pm EST

Team presentation will take place virtually in-class during that week

- There will be a DIFFERENT ZOOM session for the Screening Presentations.
- Your team is responsible for knowing the time of the presentation and being there in the waiting room. The Instructor and TA will allow you in when it's your turn.

PHASE 3 (Marketing Plan Report & Presentation):

The team will expand on the screening that was presented in Phase 2 by developing the segmentation, targeting and positioning followed by the Marketing Mix Strategy **for one of the products/services the chosen Canadian company offers**, based on the analysis of all the information gathered to date. The Marketing Mix has to have a detailed description of the 4Ps (Product/Service, Pricing, Place/Distribution, Promotion).

Each team will present their Marketing Plan to the class during week 12 as assigned by the instructor. Each presentation will be 20 minutes (**15 + 5 minutes for discussion**). In addition, each team will submit a comprehensive written Marketing Plan to the Instructor.

The Marketing Plan Presentation is worth 10%.

The Comprehensive Marketing Plan Report is worth 20%.

Final Marketing Plan Written Report (worth 20%)

The final report will INCLUDE **ALL MAJOR SECTIONS** of the Marketing Plan including what was submitted and corrected before in Phase 2/Screening.

Final Marketing Plan Report

Due: Wed July 13th @ 11:59pm EST (Both C01 & C02)

with one report being submitted per group to the Dropbox on A2L.

- Individual submissions will not be accepted and no emailed assignments will be entertained.

Late assignments (for any portion) will receive an immediate 10% deduction from the assignment mark; plus a further 10% late penalty per day will be applied and deducted from the assignment mark.

Assignments that have not been submitted within three (3) days after the due date will not be graded and will receive a mark of ZERO.

Team Marketing Plan Presentation (worth 10%)

Final Marketing Plan Slide Deck Presentation Due

C01 Friday July 23rd @11:59pm EST

C02 Thursday July 22nd @11:59pm EST

A group presentation supported by a PowerPoint slide deck is required.

Presentations will be delivered during class times in Week 12.

All members of the group **must** participate in the presentation

- Each group will have **20 minutes** – this includes presentation time and answering questions by the instructor & TA.
- Note the instructor will stop the presentation at 20 minutes and if **this happens your group will have 5% deducted from your presentation grade.**
- All members earn the same as the group grade.
- We might need to schedule some team presentations at other times/days depending on the number of groups we have and the time available in class.
- At this point the instructor will ask teams to volunteer to be moved to another time.
- There will be a DIFFERENT ZOOM session for Final Presentations.
- Your team is responsible for knowing the time of the presentation and being there in the waiting room. The Instructor and TA will allow you in when it's

your turn.

Online-Class Active Learning/Participation (15%)

Throughout the term there will be a number of online activities.

The Team Bio is worth 1%.

Activities include quizzes, assignments and discussions. Each activity will address topics and outcomes listed within the course outline and will require work to be performed within the online setting. These may take the form of completing critical thinking questions, discussion board topics and application exercises. The instructor will notify students as to the assessment criteria and format - i.e. individual or group at the time of the activity.

Online mini-case assignments, discussions, debates and group work will be considered as part of the participation mark.

Online exercises will be graded based on completion, accuracy, and amount of effort shown by the student.

ALL on-line activities will be opened following the lecture and closed at a specified time depending on whether it's team-based or individual.

Some activities are 24 hrs only. Others will be closed in a longer time frame depending on their complexity.

It's your responsibility to check A2L for online activity deadlines.

All activities are accessed through A2L. **Highly recommend that you study the chapter material in-depth before completing the online activities.**

- **Note:** There will not be any make-up assignments for missed activities whatever the reason.
- **Any collaboration, posting or sharing of online activity questions or answers with other students will constitute academic dishonesty.**

Final Exam (25%)

The cumulative final exam will be written during Exam Week in our regular Class Time. The exam duration is 2.5 hrs. The final exam format will include a comprehensive marketing case with application-focused short answer questions and a separate part with short answer questions based on course material and in-class discussions.

Note: Students must achieve a PASSING MARK on the final exam assessment to pass the course. This means students must achieve an overall passing grade in the other course assessments (project, video tutorial assignments, etc.), plus achieve a minimum grade 12.5/25 on the final exam to pass the course.

	<p>This course may use proctoring software (TBD) for tests/exams. This software may require you to turn on your video camera, present identification, monitor and record your computer activities, and lockdown your browser during the exam. This software may be required to be installed before the exam begins. If you have questions about whether this software will be used, or concerns about the use of this software, please contact your instructor.</p>	
3. SUB TOPIC(S)		
Week 1 May 2 nd – May 8 th	Introduction to the Course Overview of Marketing <ul style="list-style-type: none"> • What is Marketing? • Customer Needs, Wants, Demand • The Marketing Process Model 	Chapter 1 Online Activities
Week 2 May 9 th – May 15 th	Analyzing the Marketing Environment <ul style="list-style-type: none"> • Describe all Environmental forces that impact companies (CREST/PEST/PESTLE) • Identify major trends in the company’s environment • Product Life Cycles & Technology Adoption Cycle and impact on company 	Chapter 3 Final names of Team members (Send in email to instructor) Online Activities
Week 3 May 16 th – May 22 nd	Marketing Information & Research <ul style="list-style-type: none"> • Understand the importance of information • Big Data • Gathering Primary & Secondary Data Understanding Consumer & Business buying behaviour <ul style="list-style-type: none"> • The Buyer Decision Process in consumer and business markets 	Chapter 4 & Chapter 5 Phase 1 Team Bio Due Wed May 18th @11:59pm EST
Week 4 May 23 rd – May 29 th	Segmentation, Targeting & Positioning <ul style="list-style-type: none"> • Analytic approaches to segmentation • Analytic approaches in targeting • Positioning based on Technology Adoption Life Cycle 	Chapter 6 Online Activities
Week 5 May 30 th – June 5 th	Phase 2 Marketing ONLINE Team Presentations (During your Virtual Class Time) **Presentation Slide are due the Day BEFORE you present	Phase 2 In-Class Presentation Slide Deck with NOTES Due: C01: Friday June 4th @11:59pm EST C02: Thursday June 3rd @11:59pm EST

Week 6 June 6 th – June 12 th	<p>Developing and Managing Products, Services and Brands</p> <ul style="list-style-type: none"> • Definitions of Products and Services • New Product Development Process/Stage Gate • Product Life Cycles and marketing objectives at each stage 	<p>Chapter 7 & 8 Buyer Decision Process Report for Product or Service Individual Report Due: Wed June 8th @11:59 pm EST</p>
Week 7 Jun 13 th – June 19 th	<p>Pricing</p> <ul style="list-style-type: none"> • Understanding & capturing customer value • Major pricing strategies • Pricing of new products • Business-to-Business Marketing Price 	<p>Chapter 9 Online Activities</p>
Week 8 June 20 th – June 26 th	<p>Marketing Channels/Supply chains</p> <ul style="list-style-type: none"> • Distribution • New types of channels/channels & the internet 	<p>Chapter 10 & 11 Online Activities</p>
Week 9 June 27 th – July 3 rd	<p>The Promotion Mix/IMC: Engaging customers</p> <ul style="list-style-type: none"> • Branding • Integrated Marketing Communication Tools • Advertising & Public Relations 	<p>Chapter 12, 13 Online Activities</p>
Week 10 July 4 th – July 10 th	<p>The Promotion Mix/IMC: Engaging customers (cont'd) Business-to-Business Selling & Sales Promotion</p> <ul style="list-style-type: none"> • Building customer relationships <p>Direct, online, Social Media & Mobile Marketing</p> <ul style="list-style-type: none"> • E-commerce 	<p>Chapter 13, 14 Online Activities</p>
Week 11 July 11 th – July 17 th	<p>The Global Marketplace</p> <ul style="list-style-type: none"> • International Markets entry strategies. <p>How and why Canadian companies may have to adapt their marketing mix when entering the international arena.</p>	<p>Chapter 15 Final Marketing Plan Report Due: Wed July 13th @ 11:59pm EST</p>
Week 12 July 18 th – July 24 th	<p>Marketing Plan Virtual Team Presentations</p> <p>**Presentation Slide are due the Day BEFORE you present</p>	<p>Final Marketing Plan Slide Deck Due: C01: Friday July 23rd @11:59pm EST C02: Thurs. July 22nd @11:59 EST</p>

Classes end: Friday August 5th, 2022

Final Examination Period: Arranged by the Instructor
All examinations MUST be written during the scheduled examination period.

Note that this structure represents a plan and is subject to adjustment term by term. The instructor and the 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.

4. ASSESSMENT OF LEARNING

	Weight
Buyer Decision Process of a Product or Service/Individual Assignment Report	20%
Weekly Online Activities and Quizzes including Team Bio	15%
Marketing Plan for Product/Service in Business-to-Business Setting/Team	40%
Comprehensive Final examination (tests cumulative knowledge)	25%
TOTAL	100%

Percentage grades will be converted to letter grades and grade points per the University calendar.

5. LEARNING OUTCOMES

1. Demonstrate an understanding of the basic principles of consumer B2C and business B2B marketing.
2. Recognize the similarities and differences between consumer markets and business markets.
3. Identify consumer and business wants including all environmental factors that shape marketing activities.
4. Describe the key concepts of the marketing mix (4Ps), its component parts, market segmentation, targeting, positioning and branding, building business relationships, pricing structure, product/service package, and distribution systems.
5. Identify the organizational processes involved in the planning, implementation and control of marketing activities.
6. Understand the importance of International trade for marketing and the approaches to entering global markets.
7. Demonstrate teambuilding and critical thinking skills through the completion of a marketing plan in a team term project.

6. COURSE OUTLINE – APPROVED ADVISORY STATEMENTS

ANTI-DISCRIMINATION

The Faculty of Engineering is concerned with ensuring an environment that is free of all discrimination. If there is a problem, individuals are reminded that they should contact the Department Chair, the Sexual Harassment Officer or the Human Rights Consultant, as soon as possible.

http://www.mcmaster.ca/policy/General/HR/Discrimination_Harassment_Sexual_Harassment-Prevention&Response.pdf

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. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty: 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.

AUTHENTICITY / PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster's use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

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.

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.

COMMUNICATIONS

It is the student's responsibility to:

- Maintain current contact information with the University, including address, phone numbers, and emergency contact information.
- Use the University provided e-mail address or maintain a valid forwarding e-mail address.
- Regularly check the official University communications channels. Official University communications are considered received if sent by postal mail, by fax, or by e-mail to the student's designated primary e-mail account via their @mcmaster.ca alias.
- Accept that forwarded e-mails may be lost and that e-mail is considered received if sent via the student's @mcmaster.ca alias.
- Check the McMaster/Avenue email and course websites on a regular basis during the term.

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 may include restriction or removal of the involved students’ access to these platforms.

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.

REQUESTS FOR RELIEF FOR MISSED ACADEMIC TERM WORK

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”.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR 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. <http://www.mcmaster.ca/policy/Students-AcademicStudies/Studentcode.pdf>

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.

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.