

COURSE INFORMATION

Course title:	Marketing	Credits:	1.5
Course code:	BAMA 550	Class location:	HA 335
Session, term, period:	2023W1, Period 1	Class times:	Tue/Thu 10 AM-12 PM
Section(s):	MM1	Pre-requisites:	n/a
Course duration:	Sep 5 to Oct 5, 2023	Co-requisites:	n/a
Division:	Marketing and Behavioral Science		
Program:	MM		

INSTRUCTOR INFORMATION

Instructor:	Rui Basto da Silva, MBA	Office hours:	Tue 12:00 PM-1:00 PM
Office location:	HA 351, Station # MKTG 9		
Email:	rui.silva@sauder.ubc.ca		

COURSE DESCRIPTION

This course is designed to provide a broad introduction to the field of marketing. Marketing is far more than just selling or advertising within a business setting; it is a major part of everyday life. This course will illustrate the importance of marketing and will help students develop fundamental marketing knowledge and skills applicable to all specializations within business. (Marketing Research and Ethics & Sustainability are separate courses in your curriculum and so these topics will not be covered in depth in this course).

COURSE FORMAT

The course structure consists of lectures, discussions, in-class activities, team assignments and exams. Readings and pre-tests prior to class are utilized to allow for class time to focus on the application of key course concepts. A typical class includes a lecture, small group discussion, in-class activity, and video examples. **Please note that the recording of lectures is prohibited.**




LEARNING OBJECTIVES

Upon successful completion of this course, students will have the knowledge and skills to:

- Define marketing and its role in creating value for consumers, society, and organizations.
- Examine an organization's strengths and limitations, core competencies, and key success factors in the context of the analyzed micro- and macro-environments.
- Analyze the personal and interpersonal influences on consumer behaviour and the steps to making a purchase decision.
- Apply the segmentation, targeting, and positioning (STP) process.
- Differentiate between the four elements of the marketing mix and integrate them in a balanced, strategic marketing plan for an existing brand.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the [United Nations Sustainable Development Goals](#). In this course, we will touch on topics that relate to the following goals:

Sustainable Development Goal	Description of how and when the goal is covered in the course.
<p>Goal 3: Good Health and Well-being</p> 	<p><i>Ensure healthy lives and promote well-being for all at all ages</i></p> <p>In our case discussion based on the Robinhood investment app, we consider the health effects of allowing easy and quick access to investments, and consider the similarity of online investing-- with fintech apps that are designed to make investing "fun"-- to gambling, which can have addictive consequences.</p>
<p>Goal 5: Gender Equality</p> 	<p><i>Achieve gender equality and empower all women and girls</i></p> <p>In class discussion on gender differences in investment practices, risk-taking, and overconfidence, we consider observed differences between men and women in investment resources and practices.</p>
<p>Goal 10: Reduce Inequality</p> 	<p><i>Reduce inequality within and among countries</i></p> <p>A consistent theme across the course is the potential for managerial decisions to increase or decrease wealth. Differential access to capital investment resources and knowledge is one of many contributors to continuing income inequality. Our case on the Robinhood investment app also considers the role of fintech innovation in democratizing financial investment opportunities</p>

ASSESSMENTS

<u>Component</u>	<u>Weight</u>
Individual case assignment x2	30%
Final exam	40%
Group Project	20%
Class participation	<u>10%</u>
Total	<u>100%</u>

Details of Assessments

Individual Case Submission x 2 (30%)

The case submission is a comprehensive case dealing with issues up to that point in the course. You will be asked to answer several specific questions that require you to analyze the case and apply content from the course. The questions will be given to students during class time, and students will have 40 minutes to answer them in-class.

Group Project - Industry Analysis and Recommended Actions (20%)

Marketing analysis and planning are significant activities for most firms. Students will work in assigned teams of 5-6 to apply course concepts to marketing analysis and planning for real business-to-consumer (B2C) brands. Complete details are covered in the Team Assignments Outline document.

- **Team: Brand Selection – 0%:** Teams must choose a B2C brand; brands are first-come, first-served.
- **Team: Situation Analysis – 5%:** Effective marketing strategies can only be created after a thorough analysis of the current and future internal and external conditions under which a brand will compete. Each team will research and analyze their brand’s micro- and macro-environments and provide a summary SWOT analysis. This assignment is 4 to 5 pages.
- **Team: Marketing Strategy – 15%:** Effective marketing strategies include an integrated marketing mix (product, price, place, and promotion) aimed at developing a long-term, value-oriented relationship with a clearly defined target market. Each team will select and describe one worthwhile consumer segment and position the brand accordingly. They will then develop a strategy to help the brand better achieve their chosen positioning in the minds of their chosen segment. This assignment is 6 to 8 pages.

Class Participation (10%):

Students are evaluated on participation in every class. Your participation grade is based entirely on the extent to which your contribution to class discussion impacts the learning of others. It is about your impact on the learning of others rather than the frequency of your participation. Asking an intriguing question or presenting your analysis is more impactful than simply answering a question. Respecting your classmates is paramount and I value quality over quantity.

Grading Scale for Class Participation:

- 0 – Absent or late to class, or student video not on during Zoom sessions.
- 5 - Present but does not participate.
- 6 - Participates with basic information such as case facts.
- 7 – Offers an opinion or asks/answers a basic question.
- 8 – Engages in a meaningful discussion with other members of the class.
- 9 – Shares an analysis using data or evidence from the case or reading.
- 10 – Provides insight or asks a question that is instrumental in advancing understanding.

Final Exam (40%): The exam will cover material from lectures, activities, and assigned readings with a focus on its application to marketing situations; again, exam will cover both lectures and class preparation. The exam will be closed book and consist of short answer questions.

Confidential Peer Evaluations

Your participation in and contribution to your team’s work is critical. Teamwork is an important professional skill and a key contributor to your career success. To facilitate your involvement in your team’s work and to offer your team a mechanism to manage free-riders and team members who contribute less than required, your team will evaluate you at the end of project.

Every team member will have a chance to evaluate the contribution of each of the members in the group. The instructor may take into consideration the peer evaluations in determining the individual’s grade for the “group work” should that individual have not contributed equally. For those that do not contribute to your group’s efforts, you could hypothetically receive a grade of 0% on the group work worth 20% of your overall grade. No grade will be increased above the group grade.

The peer evaluation reacts to consensus: being downgraded by a single team member does little damage and typically will be disregarded. Team members that work in good faith will not experience

grade adjustments, while individuals that perform below the expectations of their peers will experience a negative grade adjustment. I reserve the right to adjust peer evaluations to ensure fairness. My advice is to be proactive and set expectations early. Poor communication and failing to manage expectations are often the source of discrepancies in peer evaluations. Teams are encouraged to meet with me if they encounter any issues with team dynamics or the performance of team members.

The team project you submit represents the work of the whole team. You are responsible for the entire written project submitted under your name, regardless of who wrote which part. Therefore, read the entire submission, including appendices, to ensure that you are comfortable with the work being submitted under your name e.g., appropriate referenced (not copied from websites), professional language and topic inclusion. If there is a problem with the submission, the entire team is responsible and will experience the adverse grade effect.

LEARNING MATERIALS

Class slides are posted on Canvas.

All students are required to purchase a coursepack (see the link below) that contains the readings in the course. The cost for this is approximately \$20 CAD.

<https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c0000FvV7rEAF>

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments.

Cases of "reuse" may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another
- the generation of code by automatic code-generations software

An "adequate acknowledgement" requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

Generative AI (Including ChatGP) Not Permitted

Any work submitted must be your own original work, written without outside assistance or collaboration. Any use of generative artificial intelligence (AI), including ChatGPT, is not permitted and constitutes academic misconduct. Any student suspected of submitting work that includes AI generated content may be asked for preliminary work or other materials to evidence the student's original and unaided authorship. The student may also be asked to separately explain or support their work. AI identification methods may also be employed by the instructor. After review, if it is determined by the instructor that submitted work likely contains AI generated content, the work may receive a zero and may be subject to further misconduct measures set out in the UBC Academic Calendar.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to

access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including status as a First Nation, Metis, Inuit, or Indigenous person, race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Use of Artificial Intelligence

Generative AI (Including ChatGPT) Not Permitted

Any work submitted must be your own original work, written without outside assistance or collaboration. Any use of generative artificial intelligence (AI), including ChatGPT, is not permitted and constitutes academic misconduct. Any student suspected of submitting work that includes AI generated content may be asked for preliminary work or other materials to evidence the student's original and unaided authorship. The student may also be asked to separately explain or support their work. AI identification methods may also be employed by the instructor. After review, if it is determined by the instructor that submitted work likely contains AI generated content, the work may receive a zero and may be subject to further misconduct measures set out in the [UBC Academic Calendar](#).

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xwməθkwəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

ONLINE TEACHING TOOL & REQUIREMENTS

This course might be taught using Zoom for synchronous classes and office hours. For this course, you might be required to use a Zoom account during synchronous classes and office hours. If you do not have a Zoom account, you can create one here: <https://zoom.us/signup>. Note: creating a Zoom account requires that you provide a first name, last name, and email address to Zoom. For privacy purposes, you may consent to using your existing email address and your real name. Alternatively, if you prefer, you may sign up using an alternative email address and an anonymized name that does not identify you (i.e. Jane Doe, jane.doe@email.com). If you have trouble creating an account, or accessing a Zoom session, please contact CLCHelp@sauder.ubc.ca. You will be required to provide the email address associated with your Zoom account in a Canvas quiz for identification purposes.

To help replicate the classroom experience, make sessions more dynamic and hold each person accountable, both students and instructors are required to have their cameras on during Zoom sessions. Students who require an accommodation with regard to the “camera on” requirement must contact their instructors in advance of the first class to discuss options. As professional graduate students, students are expected to conduct themselves professionally by joining sessions on time, muting mics when not speaking, refraining from using any other technology when in-session, attending in business casual dress (at a minimum), and participating from a quiet environment. Content from synchronous sessions will be selectively recorded per instructor discretion and made available to students on Canvas for a maximum duration of the course length. This is done to allow students the opportunity to return to lecture content to solidify learnings.

COURSE SCHEDULE (SUBJECT TO CHANGE WITH CLASS CONSULTATION)

Class	Date	Topic	Readings or Activities	Assessments due
1	Tue. Sep.05	Introduction to the course and the subject of Marketing		
2	Thu. Sep.07	Segmentation, Targeting and Positioning	Framework for Marketing Strategy Formation	
3	Tue. Sep.12	Situation Analysis – General & Industry factors	Situation Analysis	
4	Thu. Sep.14	Branding		
5	Tue. Sep.19	Case Assignment & Discussion	Upscaling Brand Image: UNIQLO	due in class: 1 hour
6	Thu. Sep.21	The Internal Environment	Situation Analysis	
7	Tue. Sep.26	Buyer Behavior	Situation Analysis	

8	Thu. Sep.28	Product and Pricing Strategies	Framework for Marketing Strategy Formation	
9	Tue. Oct.03	Case Assignment & Discussion	Relaunching +J: UNIQLO	due in class: 1 hour
10	Thu. Oct.05	Promotion and Distribution Strategies	Framework for Marketing Strategy Formation	Project Part due Oct.10 by 11:59 PM
	TBD. (Oct.10-14)	Final Exam		TBA