

University of Waterloo: ECON 344-005/ARBU 302-005 Course Syllabus

Term and Year: Winter 2013

Course Number/Title: 4004 ECON 344/7225 ARBUS 302 Marketing - Principles of Marketing and Consumer Economics

Lecture Times, Building and Room Number: Monday 2:30pm – 5:20pm RCH 307

Instructor's Name, Office Location, Office Hours: Kevin Hood HH218 by appointment Monday 1pm – 2:30pm

Contact: k2hood@uwaterloo.ca

Course Objectives:

This course focuses on the marketing process. The purpose of the course is to develop students' skills in the activities of marketers. At the same time, the course provides an understanding of the marketing concept as a basis for general management decision-making and as a framework for analyzing marketing situations. The specific objectives of this course are:

1. To introduce key marketing ideas, particularly the core theme of delivering benefits to customers.
2. To develop knowledge of the elements of the marketing process, the basic components of the marketing program, and the interaction of marketing with the other functions of the organization.
3. To understand the elements of the marketing mix (product strategy, pricing, communications, and channels of distribution) and enhance problem solving and decision making abilities in these areas.
4. To understand what marketing managers do, to see applications of marketing thought and to explore ethical issues in a wide spectrum of management situations.
5. To develop skills in marketing analysis and planning.
6. To develop analytical skills in a marketing context to define problems, identify opportunities, and interpret their implications for decision-making.
7. To practice the application of qualitative and quantitative tools to marketing problems.

Textbook/ebook



Marketing, Canadian Edition, 2nd Edition

Grewal/Levy/Persaud/Lichti
McGraw Hill Ryerson

The textbook is a very important part of this course and weekly chapter readings will be required. Textbook and/or ebook.

D2L/LEARN

This course will use the university's D2L learning management system at: <https://learn.uwaterloo.ca/> to communicate with students.

Evaluation: In Class Quizzes (20%)

Each class will have a series of questions that will account for 20% of your mark. The questions will be asked and answered using **monocleCAT** (Monocle Computer Assisted Teaching) in each class. This web-based system allows immediate interactive feedback to aid and assess understanding of the course material. Students participate using their laptop, netbook, iPad, smartphone or cellphone. Your attempt to answer each question and correct answers will make up your total mark. **monocleCAT** is licensed by student subscription, with unlimited courses per student at \$20.00 per term at: <http://www.tophatmonocle.com/register/> or the bookstore.

Evaluation: Individual Submission (10%)

Choose a current magazine publication and a specific product advertised in that magazine. Applying research techniques and sources complete a target market analysis. Your written submission should be around 3 pages. A submission rubric will be provided in class.

Evaluation: Group Project (20%)

Working in groups you will be provided with three topic options involving a market shift or a critical review of a successful or failed marketing plan. Your written submission should be around 15 pages long plus exhibits. A submission rubric will be provided.

Evaluation: Group Project Presentation (10%)

Every member must participate in the delivery of the 10 minute presentation. Each group can use whatever visuals, props, scripts, etc. as needed. The presentation must effectively convey the key points of your written submission.

Evaluation: Final Exam (40%)

Content from the entire term. Exam details will be provided in class.

Course Schedule (Subject to Change)

CLASS DATES	TOPICS TO BE COVERED	CHAPTERS
January 7	Course Content and Expectations Overview of Marketing	1
January 14	Developing a Marketing Plan and Marketing Strategies Analyzing the Marketing Environment	2 3
January 21	Marketing Research Consumer Behaviour Individual Submission topics submitted by January 21st	4 5
January 28	Business-to-Business Marketing Segmentation, Targeting, and Positioning	6 7
February 4	Developing New Products Product, Branding, and Packaging Decisions Individual Submission due beginning of class February 4th *	8 9
February 11	Services: The Intangible Product Pricing Concepts and Strategies: Establishing Value Groups formed and submitted by February 11th **	10 11
February 18	Reading Week	
February 25	Marketing Channels: Distribution Strategy Retailing Group Project topics submitted by February 25th	12 13
March 4	Integrated Marketing Communications Advertising, Sales Promotions, and Personal Selling	14 15
March 11	Group Project Workshop	
March 18	Global Marketing Ethics and Socially Responsible Marketing Group Project <u>Written Submissions</u> due beginning of class March 18th *** Group Project <u>Presentation Submissions</u> are due by 3pm March 22nd *** Group Project <u>Presentation Order</u> posted in D2Learn March 22nd	16 17 (eBook only)
March 25	Group Project Presentations	
April 1	Group Project Presentations	
April 8	Group Project Presentations Exam Review	

* 10% per day penalty for late Individual Submissions

** 5 people per group

*** For the group components, NO LATE SUBMISSIONS will be allowed

Additional Information:

Academic Integrity:

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check www.uwaterloo.ca/academicintegrity/ for more information.]

Grievance:

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline:

A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academicintegrity/] to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

Appeals:

A decision made or penalty imposed under Policy 70 (Student Petitions and Grievances) (other than a petition) or Policy 71 (Student Discipline) may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72 (Student Appeals) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Note for Students with Disabilities:

The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term.