ECONOMICS 344 & INTTS 302
Marketing & Consumer Economics
Course Outline – Fall 2008

Class Number: Econ 344 -1640
Section: 001
Start Time: 8:30AM          End Time:  9:20 AM
Class Days: Monday, Wednesday & Friday
Building: AL 211

Instructor: Geoffrey Malleck
Office: HH 132, Phone 888-4567, ext. 32654
Office Hours: M,W 1:00PM to 3:00PM (appointment preferred)

E-mail: Correspondence via UW Angel Course Environment. This is the primary source for course updates, marking criteria, lecture notes, class cancellations and announcements.
https://uwangel.uwaterloo.ca/uwangel/frameIndex.htm

Marketing is fundamentally concerned with understanding the decision outcomes of all aspects of the firm relating to its customers, competitors, distributors, and business regulators. It is an interdisciplinary field that draws on theory and methodology from a variety of sources including psychology, sociology, mathematics, statistics and economics.

Objectives:

1. To gain a command of the principles of economics that are most useful for understanding marketing and consumer economics.
2. To provide a broad exposure of marketing topics and perspectives and to develop the skills needed for marketing decision-making.
3. To develop written and oral skills in a teamwork environment.

Required Materials:

(2) i-Clicker (ISBN 9780716779391)

Course Requirements:

Summary submission: 15% Week 7 Oct 21
Team Project (written): 30% Week 11 Nov 18
Presentation of Team Project: 15% Week 12 Nov 25 & 27
Final Exam: Scheduled by Registrar 30% TBD
Participation 10% TBD

Note: All written submissions are due at the start of class on date stated. A 5% per day penalty begins at the start of class.