

University of Waterloo
Department of Economics
Economics 344/ARBUS 302 – Section 2
Principles of Marketing and Consumer Economics
Winter 2019
Wednesdays 6:30 – 9:30 p.m., HH1104

Instructor Information

Instructor: Dr. Greg Tanguay

Office: HH 162

Office Hours: Wednesdays (5:00 pm to 6:30 pm) (Appointment necessary)

Email: greg.tanguay@uwaterloo.ca

Course Description

The course is designed to provide a broad understanding of the field of marketing, including the economic origin of the marketing concept. Students will gain an understanding of how organizations identify the needs of consumers and create and deliver value to these consumers through the marketing process. Certain concepts from economics including market responsiveness, consumer behaviour, the decision making process, willingness to purchase, product differentiation and advertising will be incorporated into developing a strategic marketing plan. In addition to teaching central concepts and models from both marketing and economic theory, students will be placed in a forum where they can apply these concepts in a 'real world' marketing situation.

Course Goals and Learning Outcomes

This course covers the key elements of the marketing strategic planning process. The 4 broad categories are: 1. Performing a situation analysis which includes an assessment of the external environment, industry structure, markets and competitors, and the internal structure and assessment of an organization. From this analysis potential customer needs are identified and these needs are matched up with the core competencies of the organization. 2. Setting the marketing objectives. 3. Developing marketing strategies which includes selecting target markets and positioning, product strategies, pricing strategies, promotional strategies, participation strategies (social media) and supply chain strategies (place/distribution). 4. The implementation and control of the marketing plan process which includes action plans for all marketing mix elements, responsibility, timeline, budgets, and measurement and control. There are some concepts such as "opportunity costs" that are not recorded in the accounting books but they are fundamental costs in economics. In order to avoid confusion, we will use these terms as they are used in business applications.

In order to develop the concepts in a real world context, the classroom will be structured as a Virtual 'Company'. Specifically, students will become an organization of employees. The outline will serve as the employment contract between the instructor (employer) and the student (employee). Students will work in groups and in conjunction with a pre-selected existing company; these

students will become an extension of this organizations employee pool. Therefore, students will be asked to relate marketing concepts and best practices to an existing global organization. The rules of engagement within the classroom for these students will be consistent with workplace expectations. That is, they must show up for work, they must show up on time and they must hand in their own work. Various forms of technology will be used to ensure these goals are achieved. In particular clickers will be used for participation during class to incent students to attend as well as the use of Turnitin software for submission of all written work. The culminating project for this class will be the development of a marketing plan for each of the assigned organizations. Students will present aspects of their marketing plan to a panel which could include industry leaders.

Upon completion of this course, students should be able to:

- A. Understand basic principles of marketing and the marketing process and its economic foundation
- B. Explain how marketing discovers and satisfies consumer needs and wants.
- C. Differentiate between the elements of the marketing mix and integrate them in a strategic marketing plan by applying the marketing process in a 'real world' marketing situation
- D. Develop essential skills for:
 - Research
 - Independent and collaborative learning
 - Critical thinking
 - Communication/presentation skills
 - Business report writing
 - Conducting an analysis in an electronic/social media environment

Required Text

- **Marketing 10th Canadian Edition, Crane, Kerin, Hartley, Rudelius**

NOTE: The preferred version of the textbook is the e-book version. It includes and online service called Connect®.

Course Requirements and Assessment

The course will be supported in Learn, and students are responsible from checking LEARN frequently to receive instructions for upcoming classes. Any changes will be noted in announcements on the course home page.

Assessment	Date of Evaluation	Weighting
In-Class Quizzes (Connect)	Most classes after January 16th except during exams and presentations	10%
Group Assignment (in components)	See also Group Project information	40%
Situation Analysis	February 6th (Week 5)	5%
Marketing objectives	February 27th (Week 7)	5%

Assessment	Date of Evaluation	Weighting
Marketing strategies	March 13th (Week 9)	5%
Written component	March 27th (Week 11)	15%
Presentation	March 27th and April 3rd	10%
Midterm Exam 1	February 27th (tentative)	25%
Midterm Exam 2	March 20th (tentative)	25%

Individual grades on group assignment may be subject to adjustment based on peer evaluations.

In-class Quizzes and Participation – 10%

Effective communication in the Business world consists of 3 main components: active listening skills, the ability to think critically, and the ability to effectively communicate ideas in groups and teams. These components will be developed in class and evaluated through students' participation in class. Participation is highly valued. Verbal contributions that add value will be noted by the instructor.

Occasional in-class quizzes will be held against the chapters assigned for that class. Quizzes will be online and delivered via Connect®. Internet-capable devices are necessary to take the quizzes this way. Laptops are recommended. To register in our section's Connect please go to the following:

<http://connect.mheducation.com/class/econ344arbus302w19>

Assigned chapters should be read before class. Only quizzes done in-class will be counted. Quizzes done remotely (outside of class) are considered academic misconduct and will be reported as such.

Group Assignment 40%

Students will work in groups of 6-8. Your group will choose a company and will complete a marketing plan for this company. The plan will include: 1) an external and internal environmental assessment including a SWOT analysis; 2) the setting of key Marketing Objectives; 3) developing Marketing Strategies; 4) developing an implementation plan. There are five due dates assigned to this project:

1. Situation analysis: External assessment, Internal & S.W.O.T. analysis
2. Marketing Objectives
3. Marketing Strategies
4. Final Written Report
5. Presentation

For the details of the group project, please see the group work document posted to LEARN under Course Materials>Content. There is a Group Assignment Checklist that is posted on LEARN under course Course Materials>Checklist. Once you have verified the check list, hand in this signed checklist with your group assignment.

The UW writing centre is an excellent resource for the written marketing plan assignment. UW Writing Centre is a teaching and resource centre for all undergraduate and graduate students. The

Centre offers writing development through one-on-one consultations, tutorials and drop-in sessions. Visit <https://uwaterloo.ca/writing-centre/>

Two midterm exams 50% (Midterm 1- 25%, Midterm 2- 25%)

Two midterm exams are scheduled during class time. They will emphasize material covered in lectures, activities, and assigned readings. The two midterm exams are multiple choice.

Course policies

Communication

I will be available during the office hours but you are strongly advised to make an appointment. You can also talk to me after class.

All e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student's own UWaterloo e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from an UWaterloo account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Electronic devices – including electronic dictionaries – are NOT permitted in exams. The only exception is a standard (i.e. non-programmable) calculator.

Announcements, grades, lecture slides, information on exams, teaching assistants assigned to this section of this course, and other course materials will be posted on to LEARN. Check LEARN daily. Any changes and critical information will be posted on LEARN. You are responsible for making yourself aware of any changes made to the course by checking LEARN daily.

Examination Policy

Exam papers must be submitted in whole and on time in the exam room. Exam papers

- (a) not submitted on time,
 - (b) submitted with missing pages,
 - (c) submitted elsewhere, with the exception of students with permission to write in the Assess Ability Office,
 - (d) not received at all,
- will receive a grade of zero regardless of the reason.

It is the responsibility of students to ensure that they write exams in the location, date, and time assigned to their sections. Students writing exams in the wrong section are considered not writing exams at all and will receive a zero mark.

Missing a Midterm Exam

Missing a midterm will automatically result in a grade of zero for that midterm. A consideration for missed exams will only be given in the case of illness or emergency reasons. Such excuses as prior personal travel plans and extra-curricular commitments are not legitimate reasons.

If you were ill, you must get UW Verification of Illness Form (the only acceptable document), with approval you may write a deferred midterm exam. There will be a single deferred exam at the end of the term which is CUMULATIVE at the end of the term that applies to students who missed either one or both midterm exams due to legitimate reasons such as illness or emergency. The illness form must be obtained the day of the exam and submitted within 3 days of the exam. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks.

Students will receive a mark of zero on a missed test without the UW Verification of Illness Form. The midterm exam schedule has been set and will not be changed.

Course Modification Warning

The instructor and 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. It is the responsibility of the student to check his/her UWaterloo email and course website on LEARN daily during the term and to note any changes.

Course Outline Week by Week

Week	Date	Topic	What is Due/ Activities/ Preparation
1	January 9th	What is marketing? Explain how marketing discovers and satisfies consumer needs and wants Distinguish between marketing mix elements and environmental forces Describe how market orientation focuses on creating customer relationships Explain why some organizations have transitioned from the market orientation era to the customer experience management era. Understand the emergence of the social media era The Ethics and Social	Read Chapter 1 Form groups and sign up in class. Submit your selected company within the assigned industry for approval.

Week	Date	Topic	What is Due/ Activities/ Preparation
		Responsibility of Marketing Sustainability Marketing	
2	January 16th	Describe how core values, missions, organizational culture, business, and goals are important in organizations Discuss how an organization assesses where it is now and where it seeks to be Explain the three steps of the planning phase of the strategic marketing process Describe the elements of the implementation and evaluation phases of the strategic marketing process	Read Chapter 2 Read Appendix A, 'Creating an Effective Marketing Plan' Groups and project companies finalized prior to class.
3	January 23rd	Explain how environmental scanning provides information about social, economic, technological, competitive and regulatory forces Describe how social forces, such as demographics, and cultural and economic forces, such as macroeconomic conditions and consumer income affect marketing Describe how technological changes are impacting marketers and customers. Discuss the forms of competition that exist	Read chapter 3

Week	Date	Topic	What is Due/ Activities/ Preparation
		<p>in a market, key components of competition, and the impact of small businesses as competitors</p> <p>Government regulations and other incentives related to Green Marketing</p>	
4	January 30th	<p>Describe the stages in the consumer purchase decision process</p> <p>Identify the major psychological influences on consumer behaviour</p> <p>Identify the major socio-cultural influences on consumer behaviour</p> <p>Describe and illustrate how to conduct a SWOT analysis</p>	Read chapter 5
5	February 6th	<p>What is marketing research?</p> <p>Explain the different types of marketing research</p> <p>Understand the stages in the marketing research process</p> <p>Explain the use of secondary data, surveys, experiments, and observation in marketing research</p> <p>Explain how a marketing information system can trigger marketing actions.</p> <p>What is market segmentation and</p>	<p>Read Chapter 8 & 9</p> <p>Situational Analysis Due (5%)</p>

Week	Date	Topic	What is Due/ Activities/ Preparation
		when to use it Identify the five steps involved in segmenting and targeting markets *Segmentation for Green Consumerism * What marketing actions are triggered by Green Consumerism	
6	February 13th	Segementation Continued How to develop a market product grid to identify a target market and recommend resulting actions Explain how marketing managers position the products in the marketplace Describe 3 approaches to developing a sales forecast for a company.	Read Chapter 9 Prepare for Midterm Exam 1
7	February 27th	Describe the factors contributing to a product's or service's failure Explain the purposes of each step of the new- product process Explain the product life cycle Recognize the importance of Branding and alternative branding strategies Describe the role of packaging, labeling, and warranties in the marketing of a product	Read Chapter 10, 11 and 12 Marketing Objectives Due (10%)

Week	Date	Topic	What is Due/ Activities/ Preparation
		<p>*Discuss the impact of product, services and packaging on the environment, discuss ways to minimize this impact.</p> <p>Managing services : the 7 Ps , the 4 I's</p> <p>Mid-Term #1</p>	
8	March 6th	<p>Understand the nature and importance of pricing products and services</p> <p>Recognize the constraints on the firm's pricing and the objective the firm has in setting pricing (maximizing Profits)</p> <p>Explain what a demand curve is and what price elasticity of demand means</p> <p>Perform a Break-even analysis</p> <p>Demonstrate approaches to pricing as well as factors considered to establish prices for products and services</p>	Read Chapter 13
9	March 13th	<p>Distinguish among traditional marketing channels, electronic marketing channels, multichannel distribution and different types of vertical marketing systems</p> <p>How does the company's supply chain align with its marketing strategy (Not entire LO5, only pages 391 and 392).</p>	<p>Read Chapters 14 & 16</p> <p>Marketing Strategies Due (10%)</p>

Week	Date	Topic	What is Due/ Activities/ Preparation
		<p>*How does the choice of supply chain align with an organizations focus on environmental stewardship. Describe the promotional mix Identify the promotional approach appropriate to a product's life cycle Discuss characteristics of push and pull strategies Explain the value of direct marketing for consumers and sellers (social media marketing)</p>	
10	March 20th	<p>Describe the steps use to develop execute and evaluate an advertising program Discuss strengths and weaknesses of consumer oriented and trade-oriented sales promotion *Identify Public relations as an important form of communication. Define and discuss the marketing practise of 'Green Washing'</p> <p>Mid-term Exam #2</p>	<p>Read Chapter 17</p> <p>Prepare for Midterm Exam 2</p> <p>Prepare for the in class presentations.</p>
11	March 27th	<p>In-class presentations Only groups presenting during the class period are required to come to the class</p>	<p>Written Projects Due (15%)</p>
12	April 3rd	<p>In-class presentations Only groups presenting during the</p>	

Week	Date	Topic	What is Due/ Activities/ Preparation
		class period are required to come to the class	

Late Work

On the group work assignment, 5% penalty per day will apply. No component of the assignment will be accepted after 3 days of the due date.

Information on Plagiarism Detection:

The Marketing project must be submitted electronically to the Course web-site dropbox which checks for plagiarism via a link to Turnitin. The drop-box is located under Assessments on LEARN.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students' submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Electronic Device Policy

Cell phones, pagers, and other electronic devices must be either turned off or muted during lecture and discussion classes.

Laptops are permitted in class for note-taking and in-class activities only and are recommended for Connect quizzes. Students using laptops in class for other purposes may be asked to leave the classroom. Consistent abuse of the laptop policy in class will negatively affect the participation grade.

Attendance Policy

Attendance is based on class participation measured via clickers. Please see the policy on clickers above.

Cross-listed course

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

Academic Integrity

Academic Integrity: In order to maintain a culture of academic integrity, members of the University of Waterloo are expected to promote honesty, trust, fairness, respect and responsibility. See the [UWaterloo Academic Integrity webpage](#) and the [Arts Academic Integrity webpage](#) for more information.

Discipline: A student is expected to know what constitutes academic integrity, to avoid committing academic offences, 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 professor, academic advisor, or the Undergraduate Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under Policy 71 – Student Discipline. For information on categories of offenses and types of penalties, students should refer to [Policy 71 - Student Discipline](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

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. When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

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](#).

Accommodation for Students with Disabilities

Note for students with disabilities: The [AccessAbility Services](#) office, located on the first floor of the Needles Hall extension (1401), 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 AS office at the beginning of each academic term.

Mental Health Services

[Mental Health Services](#) aim is to provide holistic programming and services to help you lead a healthy and balanced life. We strive to provide a secure, supportive environment for students of all orientations and backgrounds.

Students suffering from problems with anxiety, depression, problems with sleep, attention, obsessions or compulsions, relationship difficulties, severe winter blues, etc., may make an appointment by phone or in person. Appointments are usually available within two days of initial contact with one of our medical doctors. All contacts are completely confidential.

Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.