

## **University of Waterloo**

Department of Economics  
Economics 344 (3202) Section 002  
Principles of Marketing and Consumer Economics  
Fall 2018

Instructor: Geoffery Malleck  
Classroom: PHY 235  
Class Time: Monday/ Wednesday 2:30pm to 3:50pm  
Subject: ECON 344-002

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**Communications:** You can contact the instructor via email to schedule an appointment or for general inquiries. UW Learn will be the resource for all course materials, course updates, and announcements.

### **Territorial Acknowledgement**

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

### **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, 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 strategy planning process:

1. Performing the 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 the marketing strategies which includes selecting target markets and positions, product strategies, pricing strategies, promotional strategies, participation strategies and supply chain strategies.

4. The implementation and control of the marketing plan process, which includes action plans for all marketing mix elements, responsibility, timelines, resources, measurements and controls. There are some concepts such as 'opportunity costs' that are not captured in accounting but are fundamental factors in economics and therefore marketing.

5. The course also provides an opportunity for students to develop their professional skills. Group work plays an important role in this process, which also resembles the reality of post-graduation.

**Upon completion of this course, students should:**

A. Have a foundational understanding of the basic principles of marketing and the marketing process as well as marketing's relationship to economic theory.

B. Now be able to explain how marketing discovers and satisfies consumer needs and wants.

C. Take a 'real world' marketing situation and apply the elements of marketing to develop a viable marketing plan.

D. Have continued to develop their essential skills to conduct research and professional writing.

E. As mentioned earlier, engaged students would have further developed their professional skills, which are as follows:

- Work approach skills
  - The ability and willingness to take initiative
  - As a contributor to the team (and self) to assume personal responsibility
  - Apply creativity and innovation to develop solutions
- Interpersonal skills
  - Leadership
  - Teamwork
  - Conflict management
- Communications skills
  - Active listening
  - Written communication

- Oral communication
- Thinking skills
  - Problem solving
  - Critical thinking
  - Decision making

### **More on Group work cohesion and high-performance teams**

Possibly one of the more difficult elements of the course is NOT the actual assignment but the ability to create a productive, high-performing team that can work together in order to exceed assignment expectations. The course strives to create conditions that enable teamwork. Several activities will work toward this goal:

1. **Attracting team members:** Early in the course, students will be able to use marketing principles to attract ‘like-thinking/performing’ members. Class time will be allocated to build a marketing campaign (aka want ads);
2. **Assembling a contract:** Once a team has been assembled, the team will construct contracts to hold everyone accountable and to guide the performance, outcomes, behaviours of team members;
3. **Peer reviews:** At two points during the semester, teams will provide constructive team member feedback by sharing perspectives. These peer reviews will occur immediately after the two midterms. To ensure fairness, the results of the second peer review can be used to level the playing field by redistributing marks for all group work.

### **Required Text and Resources**

Marketing: Crane, Kerin, Hartley, Rudelius.

Canadian 10<sup>th</sup> Edition\*

Note: You may also choose the 9<sup>th</sup> edition

Note: You may choose between the print and e-book version. You do not need to have both versions.

Note: Connect (on line learning system) is not required for grading purposes. The following website helps with connect registration.

<http://connect.customer.mheducation.com/students-how-to-order/>.

### **Required Technology**

An important part of the course involves in-class assessments. In most classes I will ask a series of questions or solicit your opinion. To answer, you are required to use an iClicker or the application equivalent known as REEF. The iClicker can be purchased at the bookstore, REEF is a downloadable app with a subscription charge.

## Course Requirements and Assessment

The course will be supported in Learn and it is the responsibility of students to check Learn and emails (UW registered) for any course updates, additional material and changes in the course.

### Dates and Assessments

#### **Group work - 40% (all due at 11:30 pm on date assigned)**

Marketing project breakdown:

Responsibility	Wt.	Date due
Situation Analysis	5%	Oct 5 at 11:30 pm
Marketing Objectives	5%	Oct 19 at 11:30 pm
Marketing Strategies	5%	Nov 2 at 11:30 pm
Consultant Submission	10%	Nov 16 at 11:30 pm
Group Presentation (Set A)	15%	Nov 21 and Nov 26 (in class)
Group Presentation (Set B)	15%	Nov 28 and Dec 3 (in class)

A detailed description of the project is provided in two documents. Both are found in the course content section of Learn. Both are identified by the term followed by either 'Marketing Project Details' with the other as 'Marketing Project Guidelines'.

#### **Individual work- 60%**

Midterm assessment 1	20%	Oct 17 (in class)
Midterm assessment 2	20%	Nov 19 (in class)
iClicker grade	20%	Begins after class one*

More details about each component will be discussed in class.

### Schedule of lecture topics

Please refer to the document, "Course Activities- Students" for details. It can be found in the content section of learn. Other documents for review by students enrolled in the course include, "[Semester] Marketing Project Details- Student," and "[Semester] Marketing Project Guidelines."

### ***More about iClickers***

In class iClicker questions begin after class one and conclude before final presentations begin. ***Students are responsible for buying an iClicker or subscribing to REEF and having available to every class.*** I cannot loan units if students forget to bring them. Each question is valued at 5 marks. There are two types of questions:

1. **Correct answer required.** Answering each question scores 2 points regardless of whether the answer is correct. A correct answer adds the other 3 points (total 5). These questions are typically drawn from the textbook or something covered in class. It is important to stay on top of reading and attendance.

2. **Opinion answers.** I will occasionally ask questions that are opinion based. The only wrong answer is one that is not truthful. However, each opinion, if answered, is worth 5 points.

Final grade assigned to the iClicker. The total number of questions asked over the semester is tallied and multiplied by the 5 points per question. The next step is to take your total score and apply your score to the total points available. For example, if I ask 30 questions over the semester, the denominator is 150 (30 questions \* 5 points). You generated 120 points over the semester. The 'pre absence grade' (see below) is  $120/150$  or 80%

### ***Allowance for Absenteeism***

I accept that students are not able to attend every class. Illness, interviews, or other distractions often interfere with attendance. An adjustment is made to every final iClicker score to accommodate this reality. The adjustment is a reduction of the denominator (see above) to 85% of the original value. Using the example above, I take the score of 150 and multiply by .85 for a new base of 127.5. Applying this new figure to the example above generates  $(120/127.5)$  a new iClicker grade of 94%.

### ***Other iClicker information***

Impersonation (using your absent friend's clicker to record their answers) can result in a suspension penalty.

You must register your i>clicker in order to receive participation credit. I cannot match your answers to your name unless you register your i>clicker to your name using UW internal registration link. Please see instructions below.

Registering your i>clicker:

- In your LEARN course website under Course Materials > the Content area, there is a link title "iClicker Registration". Click this link to go to the UW iClicker Registration page. Here you will find an input box for new clicker ID registrations, and a list of clicker IDs you have already registered with the iClicker company. You can also remove an unwanted clicker ID on this page as well. Images on the page show you where to find your clicker ID on the back of your clicker.
- Registration is only needed once. A single registration will work for all your clicker courses and all terms.
- If you replace your clicker then register the new clicker ID number in the same manner as above.
- Your registration on official clicker webpage is not going to work for our purposes. Please use the UW internal registration listed above for registering

your i>clicker.

### **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. Instructions related to deferred exam will be provided after the test. 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.

## **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.

Plagiarism detection software (Turnitin) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments are documented. In the first week of the term, details will be provided about the arrangements for the use of Turnitin in this course.

Students will be given an option if they do not want to have their assignment screened by Turnitin. The option is to prepare a report as a review of available research data on the subject. Please let me know the first week of the term if your group does not accept the use of turnitin. See:  
<http://uwaterloo.ca/academicintegrity/Turnitin/index.html> for more information.

## **Electronic Device Policy**

Cell phones, pagers, and other electronic devices must be either turned off or muted during classes. Laptops are permitted in class for note-taking and in-class activities only. 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.



## **University of Waterloo Policies**

### **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, grievance, discipline, appeals and note for students with disabilities:**

[The following statements MUST be included in all course outlines and/or websites.]

**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 [the Office of Academic Integrity](#) 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](#). 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 to avoid committing an academic offence, and to take responsibility for his/her actions. [Check [the Office of Academic Integrity](#) for more information.] 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](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**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](#).

**Note for students with disabilities:** [AccessAbility Services](#), 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 [AccessAbility Services](#) at the beginning of each academic term.



**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.

Geoff McBoyle

June 15, 2009 (updated March 2018)

### **Mental Health Support**

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

#### On Campus

- Counselling Services: [counselling.services@uwaterloo.ca](mailto:counselling.services@uwaterloo.ca) / 519-888-4567 ext 32655
- **MATES:** one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre

#### Off campus, 24/7

- **Good2Talk:** Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- **Here 24/7:** Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- **OK2BME:** set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#)

Download [UWaterloo and regional mental health resources \(PDF\)](#)

Download the [WatSafe](#) app to your phone to quickly access mental health support information