

# Course Schedule

Important: **ALL TIMES EASTERN** - Please see the [University Policies](#) section of your Course Outline for details

Module	Week	Individual Activities and Assignments	Group Project Assignment	End/Due Date	Weight
Module 1	<a href="#">Week 1: Module 1 — 1. Introduction to Marketing</a>	Introductions to course, each other and Marketing as a professional field	Groups for <a href="#">Group Marketing Plan Project</a> will be created by TA/Instructor		
	Jan 10 & Jan 12	Lecture Announce Groups Work on Group Contract	<a href="#">Part A: Group Contract</a>	Intro and group contract will take place during class time	
	<a href="#">Week 2: Module 1 — 2. Strategic Planning</a>		Email your <a href="#">company choice</a> to prof for approval	Thurs Jan 19, 2023 at 11:59 PM	<b>Part A (Signed Contract): not graded</b>
	Jan 17 & Jan 19	Finalize Group Contract	& Upload SIGNED Group Contract to Learn		
	<a href="#">Week 3: Module 1 — 3. Environmental Forces and Value Proposition</a>	Lecture			
	Jan 24 & Jan 26	<a href="#">Podcast Discussion 1</a>		Complete on Discussion Board <b>6:30-8:00pm - Jan 26</b>	<b>Podcast 1: 5%</b>
		Lecture			

Module 2	<a href="#">Week 4: Module 1 — 4. Consumer Behaviour</a>		Work with your group on finalizing first group assignment: Situation Analysis	Quiz 1 - Feb 2 6:30pm - 8:00pm	Quiz 1: 10%
	Jan 31 & Feb 2	<a href="#">Quiz 1</a> - take quiz online (Content W1, W2, W3)			
	<a href="#">Week 5: Module 2 — 1. Marketing Research</a>	In Class Presentations Part B Assignment (Groups: 1, 2, 3, 4)		Presentations in class on Feb 7	Presentation: 8%
	Feb 7 & Feb 9				
		Submit written assignment	<a href="#">Part B: Situation Analysis</a>	Written Assignment due Thurs Feb 9 by 11:59PM	Part B: 10%
	<a href="#">Week 6: Module 2 — 2. Target Market Selection</a>	Lecture			
	Feb 14 & Feb 16			Complete on Discussion Board 6:30-8:00pm - Feb 16	Podcast 2: 5%
		<a href="#">Podcast Discussion 2</a>			
<a href="#">Week 7: Module 2 — 3. Branding Strategies</a>	Lecture				
Feb 28 & Mar 2					
	<a href="#">Quiz 2</a> - take quiz online (Content W4, W5, W6)		Quiz 2 - Mar 2 6:30pm - 8:00pm	Quiz 2: 10%	
<a href="#">Week 8: Module 2 — 4. Seven Ps of Service</a>			Presentations in class on Mar 7	Presentation: 8%	
Mar 7 & Mar 9					
	Submit written assignment	<a href="#">Part C: Marketing</a>	Written Assignment due Thurs Mar 9 by	Part C: 10%	

Objectives

11:59PM

Module 3

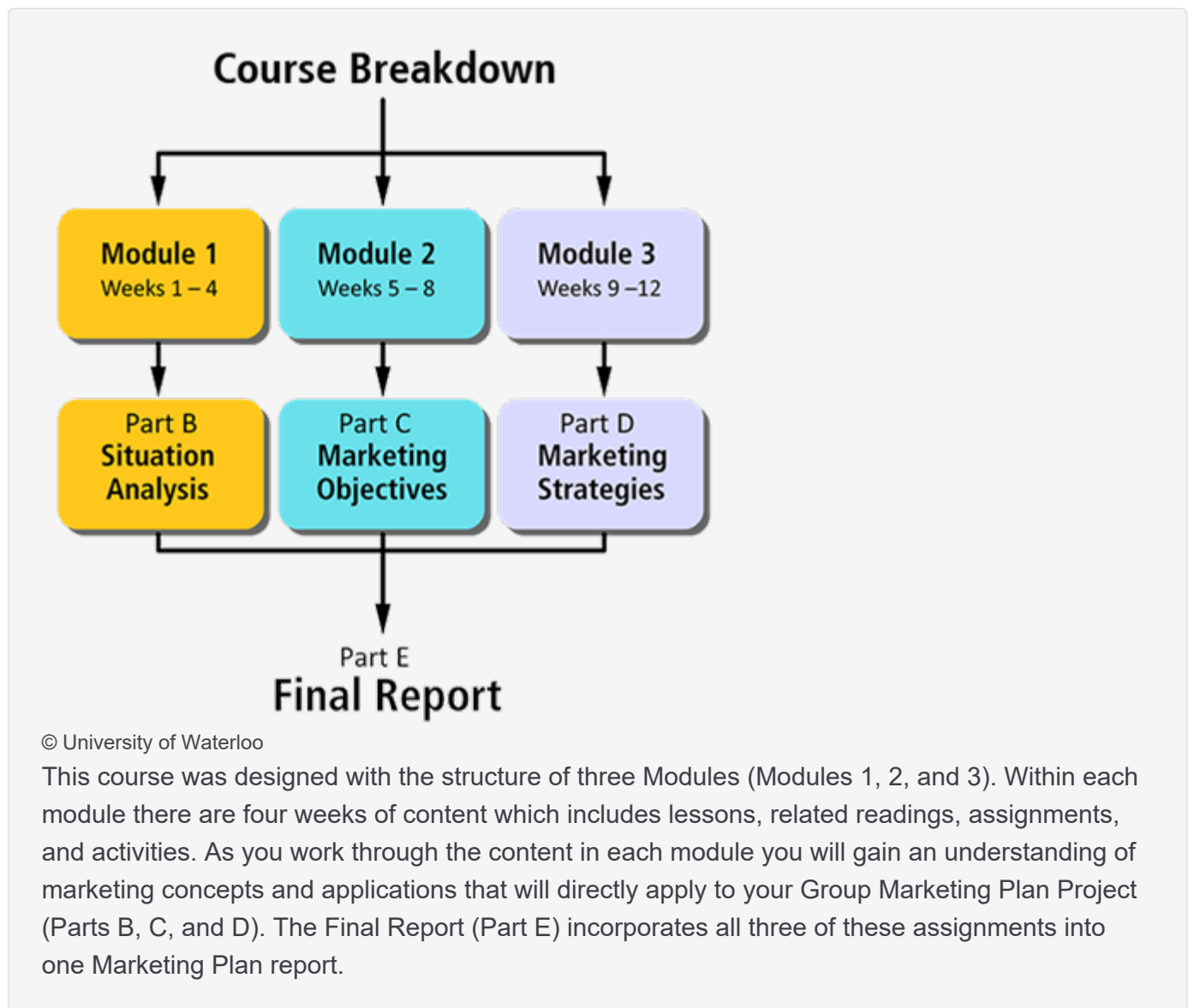
	Lecture		
<a href="#">Week 9: Module 3 — 1. Pricing</a>			
<b>Mar 14 &amp; Mar 16</b>	<a href="#">Podcast Discussion 3</a>		Complete on Discussion Board <b>6:30-8pm - Mar 16</b> <b>Podcast: 5%</b>
<a href="#">Week 10: Module 3 — 2. Marketing Channels and Supply Chains</a>	Lecture		
<b>Mar 21 &amp; Mar 23</b>	<a href="#">Quiz 3</a> (Content: W7, W8, W9)		<b>Quiz 3: 10%</b>
	In Class Presentations Part D Assignment  (Groups: 9, 10, 11, 12)		<b>Presentation: 8%</b>
<a href="#">Week 11: Module 3 — 3. Developing Promotional Mix</a>			
<b>Mar 28 &amp; Mar 30</b>	Submit written assignment	<a href="#">Part D: Marketing Strategies</a>	Written Assignment due <b>Thurs mar 30 by 11:59PM</b> <b>Part D: 10%</b>
<a href="#">Week 12: Module 3 — 4. Advertising, Sales Promotions, Public Relations, and Sales Metrics</a>			
<b>Apr 4 &amp; Apr 6</b>	<a href="#">Quiz 4</a> (Content: W10, W11)		<b>Quiz 4 - Apr 4 6:30pm - 8:00pm</b> <b>Quiz 4: 10%</b>

There is no final examination for this course

# Course Description and Learning Outcomes

## 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 in order to create and deliver value to these consumers through the marketing process. Certain concepts from business and economics including market responsiveness, consumer behaviour, decision-making process, willingness to purchase, product differentiation, and advertising will be incorporated into the development of 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.



# Learning Outcomes

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

- Describe the basic principles of marketing, the marketing process, and its economic foundation.
- Demonstrate how marketing discovers and satisfies consumer needs and wants.
- Analyze internal and external factors contributing to the current state of organizations.
- Demonstrate the use of marketing tools including branding, positioning, and segmentation.
- Differentiate between the elements of the marketing mix: product, price, place, and promotion.
- Integrate the marketing mix elements into a strategic marketing plan.
- Apply the marketing process in a 'real world' marketing situation.
- Create a marketing plan that sets the future direction for the organization.
- Develop essential skills for:
  - research,
  - independent and collaborative learning,
  - critical thinking,
  - communication/presentation,
  - business report writing, and
  - conducting an analysis in an electronic/social media environment.



# Contact Information

## Announcements

Your instructor uses the **Announcements** widget on the **Course Home** page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed.

You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

## Communication

This is an in person class and as such the instructor will be addressing most questions at the beginning and end of each class. Email in the second best option to reach the instructor as well as the TA. Please allow 24-48 hours to hear back.

## Contact Us

Instructor: Camelia Nunez

Who and Why	Contact Details
<b>Instructor</b> <ul style="list-style-type: none"> <li>Course-related questions (e.g., course content, deadlines, assignments, etc.)</li> <li>Questions of a personal nature</li> </ul>	<a href="mailto:cnunez@uwaterloo.ca">cnunez@uwaterloo.ca</a>  Your instructor checks email frequently during working hours (8:30 AM to 4:30 PM) and will make every effort to reply to your questions within 24–48 hours, Monday to Friday.
<b>TA</b> <ul style="list-style-type: none"> <li>Grade-related (e.g., written assignments and Podcast Discussions)</li> </ul>	Your TA is employed on a part time basis. They will check emails accordingly and will make every effort to reply to your questions within 48+ hours.  <a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a>
<b>Technical Support,</b> Centre for Extended Learning <ul style="list-style-type: none"> <li>Technical problems with Waterloo LEARN</li> </ul>	Include your full name, WatIAM user ID, student number, and course name and number.  Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).  <a href="#">IST Knowledge Base: For Students</a> <a href="#">Student Resources</a>
<b>Learner Support Services,</b> Centre for Extended Learning	

[extendedlearning@uwaterloo.ca](mailto:extendedlearning@uwaterloo.ca)

- General inquiries
- Examination information      Include your full name, WatIAM user ID, student number, and course name and number.

\*Discussions can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

# About the Course Author

## Course Author — Dr. Olivia Mesta

### Educational Background

I completed my graduate studies at University of Missouri-Columbia in the United States. Since my undergraduate degree is in mathematics, my interests were divided between mathematics, economics, and business finance. In order to explore these areas, I took classes from the business school, mathematical sciences, and economics. As a result, I ended up having a Masters degree in Applied Mathematics, an MBA degree, as well as a PhD in Economics. I taught classes during full time appointments at Wilfrid Laurier University and McMaster University before coming to University of Waterloo. Some of the courses I taught included Microeconomics, Mathematical Economics, Game Theory, Economics of the Canadian Banking and Financial System, Development Economics, and College Algebra for Calculus Bound Students.



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### Philosophy of Teaching

There are three main factors that guide my teaching philosophy. My lecture notes are designed to promote *critical thinking* and to engage my students in *active learning*. I relate the material covered in the lessons to *real world applications* to allow students to see the applicability of the material so that they can later apply what they have been taught in their jobs. I have also strived to give my students the ability and desire to be curious about the world around them and always aimed to give them the skills they need to pursue their dreams to explore the world around them so that they can build the future they desire.

### Areas of Specialization

Microeconomics, mathematical economics, financial economics.

### Research Interests

I am interested in studying the effects of entry on the efficiency of different types of market structures. In particular, I am interested in the conditions under which entry creates inefficiencies in oligopoly markets when firms engage in either Cournot (quantity) or Bertrand (price) competition. In my dissertation, I



examined the effects of free entry in Cournot markets. Inefficiencies arise when entry is free and firms differ in their cost structures. It is only in the presence of non-identical firms that studying the inefficiencies created by free entry becomes an interesting problem. Entry biases are calculated by comparing the equilibrium number of firms with free entry, to social optimum number of firms. These comparisons are valid in both homogeneous and non-homogeneous good markets.



# Materials and Resources

## Textbook

There are no required textbooks.

## Resources

- Library services for [Co-op students on work term and students taking online courses](#) 

# Grade Breakdown

The following table represents the grade breakdown of this course.

Activities and Assignments	Weight
Attendance	5%
Podcast Discussions (3 x 5%)	15%
Quizzes (4*10%)	40%

## Group Marketing Plan Project

- Part A: Group Contract (ungraded)
- Part B: Situation Analysis (10%) 40%
- Part C: Marketing Objectives (10%)
- Part D: Marketing Strategies (10%)
- In class Presentation (10%)

## Official Grades

Official Grades and Academic Standings are available through [Quest](#).

# Course and Department Policies

## Course Policies

### Missing a Quiz

Missing a quiz will automatically result in a grade of zero for that quiz. A consideration for missed quizzes will only be given in the case of illness or emergency reasons. Formal documentation will be required. Personal travel plans, work related engagements, and extra-curricular commitments are not legitimate reasons to miss an academic assessment. Any arrangements must be made **prior** to the Quiz or a **maximum of 24 hours after**.

If you were ill, you must get a [UW Verification of Illness Form](#) (the only acceptable document) and with approval you might be given late access to the quiz. The verification of illness form **must be obtained the day of the quiz and submitted within 24 hours of the quiz date**. There is no shifting of weight from one quiz to another. It is not possible to make arrangements at the end of the term by bringing medical notes to cover missed deadlines. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks. The quiz schedule has been set and will not be changed. **No late access to quizzes will be provided for students who missed more than one quiz.**

### Missing a Discussion Posting

Each discussion topic is open for 5 days. **It is not possible to make up missed discussion topic postings.** No extensions will be given on the deadlines for the postings.

### Group Project Submissions

Teamwork is part of our reality regardless of the stage in our careers. Group assignments are an opportunity for students to develop valuable collaboration and team work skills. Please put your best foot forward and take your responsibility to your classmates seriously.

**IMPORTANT:** A group assignment implies **group effort**. Each group member is expected to respect their commitment to the work and team mates. Group work means active participation of **ALL** group members in: idea generation sessions (ie. meetings), project planning, content contributions etc. Group work **does not** mean simply adding your content to a shared doc.

**NOTE:** each assignment submission (including in-class presentations) will include a peer evaluation grade. Each student will evaluate themselves and will be evaluated by each of their teammates. Peer evaluations will be worth ~30% of each assignment grade.

Students should be responding to team member messages within a 24-hour time frame and commit to attending team meeting as agreed upon by group. Students who cancel or attempt to reschedule more than one meeting will be penalized.

For late submissions, a 10% late penalty per day will apply. No component of the assignment will be accepted after 3 days of the due date. Even if your assignment is only half an hour late, the 10% penalty will apply.

## Attendance

This is an IN PERSON course and students are expected to attend class according to the course schedule. Not being in class automatically translates into a missing attendance point on that day, regardless of the reason. Students may be excused from attendance a maximum on ONE time due to illness and proper documentation must be presented.

## 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 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 daily during the term and to note any changes.

# University Policies

## Submission Times

Please be aware that the University of Waterloo is located in the **Eastern Time Zone** (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the [Ontario, Canada Time Converter](#) .

## Accommodation Due to Illness

**If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions.** Otherwise:

## Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#) .

**Email** a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the [Accommodation due to illness](#) page.

## Missed Final Examinations

Your faculty determines academic accommodation; therefore we advise you to speak with your professor if you anticipate being unable to fulfill academic requirements due to illness or other extenuating circumstances.

Further information about Examination [Accommodations](#) is available in the Undergraduate Calendar.

## 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. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** Undergraduate students should see the [Academic Integrity Tutorial](#) and graduate students should see the [Graduate Students and Academic Integrity](#) website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which

style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the [Office of Academic Integrity](#) .

## Turnitin

**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.

[Turnitin® at Waterloo](#)

## 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. 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](#) .

## 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.

## Final Grades

In accordance with [Policy 46 - Information Management](#) , Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to [Quest](#) to see all final grades. Any grades posted in Waterloo LEARN are unofficial.

## AccessAbility Services

[AccessAbility Services](#) , located in Needles Hall, 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 accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

## Accessibility Statement

The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#) are guided by University of Waterloo accessibility [Legislation](#) and policy and the [World Wide Web Consortium's \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0](#) . The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about [Desire2Learn's Accessibility Standards Compliance](#) .

## Use of Computing and Network Resources

Please see the [Guidelines on Use of Waterloo Computing and Network Resources](#) .

## Copyright Information


### UWaterloo's Web Pages

All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned by the course author and the University of Waterloo, unless otherwise stated. By accessing this course, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt, or change in any way the content of these web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

### Other Sources

Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant websites, resources, and services on the web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links, the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their assignees.



If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or [extendedlearning@uwaterloo.ca](mailto:extendedlearning@uwaterloo.ca)  .

