

UNIVERSITY OF WATERLOO
DEPARTMENT OF ECONOMICS
Econ 344 (001)
Principles of Marketing & Consumer Finance
Spring 2012

Instructor : **KHUONG TRUONG**
Office : Hagey Hall 218
Phone : (519) 888 4567, ext. 33169
Email : knttruon@uwaterloo.ca
Office Hours : TBA
Class : **Monday, Wednesday** 13:00 to 14:20
Location : PAS 2083

TA : TBA
TA's Office Hours : TBA

Note: Questions that are related to class materials will be addressed in class or during office hours.

Course Description:

(UW Undergraduate Calendar Description of the Course) Economic principles of marketing, exchange theory and consumer analysis, product or service introductions, public and private policies for advertising, differentiation and quality assurance.

Course Objectives:

- To introduce key marketing principles, and to familiarize students with the elements of the marketing process, the basic components to build a marketing program, the linkage between marketing and other functions of the business.
- To develop students' skills in analyzing and selecting target markets; designing marketing strategies; planning marketing programs; organizing, executing, and controlling the marketing effort.

Resources:

1. Required Textbook:

Grewal/Levy/Persaud/Litchi: *Marketing, 2nd Canadian Edition*, McGraw Hill Ryerson 2009

Note: Weekly chapter readings will be required. This textbook is available in the bookstore.

2. Other Resources:

Course outline and course materials will be posted on Waterloo LEARN at <http://learn.uwaterloo.ca>. However, lecture notes are partially completed. Students are recommended to go to class to obtain completed notes.

Evaluations:

Individual submission : 25% (deadline is TBD)
Case Study : 20% (10% each, choose 2 out of 3 case studies, 2 people per case)
Participation : 10%
Group Project : 45% (5% for group contract, 30% for written submission, 10% for group presentations)

This course outline is tentative. The official outline will be posted on Learn the first week of school in May, 2012.

Tentative course schedule (subject to change):

Week	Dates	Topics	Chapters
1	May 2	There will be NO class during the first week of school.	
2	May 7 – 9	Course Outline Overview of Marketing Developing Marketing Strategies	1 2
3	May 14 – 16	Analyzing the Marketing Environment Marketing Research	3 4
4	May 22 – 23	Consumer Behaviour Business-to-Business Marketing <i>You should start working on your individual assignment</i> <i>First case study posted on course website on May 23</i>	5 6
5	May 28 – 30	Segmentation, Targeting, and Positioning Developing New Products <i>Due: First case study has to be submitted on May 30 at the beginning of each class (no late submissions will be accepted)</i> <i>Due: Group formed for group project by May 30 (self-formed groups of 6 people)</i>	7 8
6	June 4 – 6	Product, Branding, and Packaging Decision Services: The intangible Product <i>Due: Group topics are due on June 4, at 10pm, via email to knttruon@uwaterloo.ca</i> <i>Due: Group contracts are due on June 4 at the beginning of class (no late submissions will be accepted)</i>	9 10
7	June 11 – 13	Pricing Concepts and Strategies: Establishing Value Marketing Channels: Distribution Strategy <i>Due: Individual Assignments are due on June 11 (A 5%-per-day deduction for late individual submissions)</i>	11 12
8	June 18 – 20	Retailing Integrated Marketing Communications <i>Second case study posted on course website on June 18</i>	13 14
9	June 25 – 27	Advertising, Sales Promotions and Personal Selling Global Marketing (Time permitted) <i>Due: Second case study has to be submitted by June 25 at the beginning of each class (no late submissions will be accepted)</i>	15 16
10	July 4	<i>Third case study posted on the course website on July 4</i>	
11	July 9 – 11	<i>Final revisions for the final group projects</i> <i>Due: Third case study is due on July 11 (No Late Submission will be accepted)</i> <i>Due: Group Project Written submissions are due July 9 at the beginning of class – NO LATE SUBMISSIONS WILL BE ALLOWED</i> <i>Due: Group Project PowerPoint Presentations are due on July 10 via email by 6:00pm. Presentations start on July 11</i>	
12	July 16 – 18	<i>Presentation</i>	
13	July 23 – 25	<i>Presentation</i>	

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Participation:

We will be using monocleCAT for the participation marks. MonocleCAT is a tool for interaction in the classroom. You can create an account at www.tophatmonocle.com. You will have to purchase a subscription for \$20 at the bookstore or online when you register.

Each question answered in class is worth 0.5 for participation, 0.5 for correction.

Recording Policy

No recording devices should be used without consent from the instructor.

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.

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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>

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, <http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm>

Appeals:

A student may appeal the finding and/or penalty in a decision made under Policy 70 - Student Petitions and Grievances (other than regarding a petition) or Policy 71 - Student Discipline if a ground for an appeal can be established. Read Policy 72 - Student Appeals, <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>

Academic Integrity website (Arts): http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (UW): <http://uwaterloo.ca/academicintegrity/>

Accommodation 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.

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