

**Principles of Marketing and Consumer Economics**

**Instructor**

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Class Time & Location: 10:00-11:20TTh AL 124

Meeting: By appointment through email - Also, the best times to talk to me are usually right before and right after each class.

**Teaching Assistant**

TBA

This course will be taught from a modular strategic perspective. Each stage/module of the course will make the participants react to strategic marketing stimuli through proactive participation. Students will be encouraged to apply methods and models that call for effective marketing actions that firms practice in the real time environment. Issues such as application of SWOT, PEST & Porter's analysis, developing marketing opportunities and strategies, managing the marketing process and channels, delivering practical marketing plans, and analyzing various case studies from Canadian Business, Fortune and Forbes will be important perspectives of the course.

**Module Aims & Learning outcomes**

On completion of the module participants will be better able to:

- Understand key principles, concepts and terms associated with marketing – including the differences between services and goods marketing
- Understand the concept of the 8 Ps.
- Prepare a marketing plan that links strategy with tactics.
- Understand the core, supplementary and periphery concepts of marketing
- Understand competitive positioning with respect to customers and firms.

**Required Text:**

**GREWAL:** MARKETING 1ST CDN ED (available at the UW Book Store).

**Grading Scheme:**

<p><b>1. Class Participation (Includes attendance and participating in all activities of the class throughout the term)</b></p> <p><b>Preparation for Class Discussion/Participation: Your obligation as a Student in Econ 344:</b></p> <p><b>a.</b> Develop a <b>name tag</b> with your first name (only) written in big letters that will be easy for you to display and for the instructor to see during every class. Class participation is 15% of your grade, and it is your responsibility to make sure that the instructor knows your name. If I do not know you and find you absent I WILL NOT assign the 15% marks. This is also directly related to your attendance in the class room.</p> <p><b>b.</b> <u>Attendance &amp; Assignment Policy:</u> <i>Assignments handed in late will incur a penalty of 2% (out of 15% for the whole individual assignments) per every late day. There is no extension allowed for the <b>final semester project</b>. Final Semester Project Reports will not be accepted beyond the assigned due date. Activities like presentations, debates/surprise product cannot be repeated as they are group exercises. Hence, if they are missed (absence) they will be awarded a ZERO mark. An exception to the above is only support through valid acceptable medical documentation as per university rules. No other exception will be made or accepted. Note: All assignments and Projects will be submitted as a hard copy. Electronic copies will not be accepted. Attendance is compulsory in all sessions. Random attendance at the discretion of the Instructor will be taken.</i></p> <p><b>c.</b> Review the course outline, all assignments, Project, Assigned Group Magazines (Case Studies) (available on UWACE). UWACE is the primary source for course updates, marking criteria, lecture notes, class cancellations and announcements. <a href="https://uwangel.uwaterloo.ca/uwangel/default.asp">https://uwangel.uwaterloo.ca/uwangel/default.asp</a></p> <p><b>d.</b> Format: Classroom activity will consist of lectures, videos, class discussions, in-class interactive exercises and role playing activities based on the assigned readings and case studies. Students are expected to come to class having read all assigned readings (chapters, cases, articles) and ready to share and discuss. Discussions will focus on the application of concepts that are probing, extending and applying the material rather than reading or reviewing.</p> <p><b>e.</b> <b><u>Group Dynamics</u></b> You have been divided into groups for the entire term [The same case study class groups will work on all activities requiring team work]. Group members may divide the responsibility for particular parts of the work and assign a part or parts to individual group members. Team spirit will be under observation. I am always willing to see my students and will go out of my way to schedule meetings. Please make sure that if you make an appointment that you keep it. (You can email me at anytime).</p> <p><b>f.</b> <b>Other special considerations or rules Student conduct:</b> Disrupting the class by playing with laptops, browsing social media web pages, being sluggish, receiving and taking calls on cell phones and beepers, or engaging in conversations outside of the lecture is strongly discouraged. If you have a situation that does not allow you to arrive on time you should inform the course Instructor immediately.</p>	<p><b>15% Individual</b></p>
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2. Assignment #1 - Please see UWACE for Details	15% Individual
3. Assignment #2 - Please see UWACE for Details	15% Individual
4. Theme of the Week a. Summary Posting on UWACE for class  b. Presentation  Sub Total Please see UWACE for Details	5%  5%  10% Group
5. Product Debates Product Debates will follow the Theme of the Week. These debates will bring 2 groups face to face every week in a board room setting. The 2 groups are expected to debate for and against the assigned topic. <b>Groups must use STATISTICAL data to support arguments.</b> Please see UWACE for Details	10% Group
6. Final Semester Project  Please see Project Sheet on UWACE	15% Group
7. Project Presentation Please see Project Sheet on UWACE Presentations will be made in formal business dress.	10% Group
8. Surprise Product/Service and Analysis Presentation Each group will come up with a surprise product/service of their own choice from the existing market targeting a specific segment. <b>Groups must use STATISTICAL data to support arguments.</b> Please see details on UWACE.	10% Group
<b>Total</b>	<b>100%</b>

## Schedule

Week	Date	Session Topic
1	Tuesday: January 3 <sup>rd</sup>	Assessing the Market Place

### Reading for discussion

Chapter 1: Overview of Marketing

Chapter 2: Developing Marketing Strategies

Chapter 3: Ethics and Socially Responsible Marketing

### Reading to underpin the session

Bottled Water: Commodity or Super Premium

ImaSight – Get Clear

**Case Study:** Ebay: Creating Value in the Market Place

Lee Valley Tools – Delivering Value through Integrated Channels

LuLuLemon: Bare it All, Even If You Don't Want To!

Boston Consulting Group's Portfolio Analysis

Kicking Horse Coffee

Virgin Atlantic

**Case Study:** Toronto Football Club: Rebirth to Excitement

Aldo Fights AIDS Globally

Traffic Light Labeling

Fetzer Vineyard's

Turnitin.com: Plagiarism Prevention

**Case Study:** How Big is Your Footprint?

Week	Date	Session Topic
1	Thursday: January 5 <sup>th</sup>	Assessing the Market Place & Understanding the Market Place

### Reading for discussion

Chapter 4: Analyzing the Marketing Environment

Chapter 5: Marketing Research and Information Systems

Chapter 6: Consumer Behavior

### Reading to underpin the session

Toyota

Dussault Custom Ink

VOIP

Payday Loans

**Case Study:** Simply Audiobooks

Leger Marketing

RFID

Getting Up Close and Personal with Shoppers

Marketing Research

**Case Study:** Research Boosts Iams Sales

H.O.G. Heaven

Expedia

IHate [company].com

Zipcar

**Case Study:** The Smart Car in the USA

Week	Date	Session Topic
2	Tuesday January 10th	Understanding the Market Place

**Reading for discussion**

Chapter 7: Business 2 Business Marketing

**Reading to underpin the session:**

Shepherd Thermoforming  
 How Does a Doctor Know Best  
 Putting a Volkswagen Together  
 Covisint  
 Case Study: The Tefler School

**Theme of the Week**

Week	Date	Session Topic
2	Thursday January 12 <sup>th</sup>	Debate

**Debate 1**

Week	Date	Session Topic
3	Tuesday January 17 <sup>th</sup>	Targeting the Market Place

**Reading for discussion**

Chapter 8: Segmenting, Targeting and Positioning

**Reading to underpin the session:**

Segmenting the Financial Services Market  
 Internet Based Segmentation  
 BALMSHELL  
 Junk Food Wars  
 Case Study: M&M Meat Shops

**Theme of the Week**

Week	Date	Session Topic
3	Thursday January 19 <sup>th</sup>	Debate

**Debate 2**

Week	Date	Session Topic
4	Tuesday January 24 <sup>th</sup>	Value Creation

**Reading for discussion**

Chapter 9: Product, Branding, Packaging

**Reading to underpin the session:**

Branding on the NET  
 Ambush Marketing  
 Exploring Virgin territories  
 What is Behind a Seal of Approval  
 Case Study: Band Aid®

**Theme of the Week & Semester Project Topics to be floated from Groups to the Professor**

Week	Date	Session Topic
4	Thursday January 26 <sup>th</sup>	Debate

**Debate 3**

Week	Date	Session Topic
5	Tuesday January 31 <sup>st</sup>	Value Creation

**Reading for discussion**

Chapter 10: Developing New Products

**Reading to underpin the session:**

Consumers – Co-creators of Products

Cosmetic firms and Animal Testing

RIM

Gourmantra

Case Study: IPOD

**Theme of the Week & Semester Project Topics to be finalized and approved by the Professor**

Week	Date	Session Topic
5	Thursday February 2 <sup>nd</sup>	Debate

**Debate 4**

Week	Date	Session Topic
6	Tuesday February 7 <sup>th</sup>	Value Creation

**Reading for discussion**

Chapter 11: Services Marketing: The Intangible Product

**Reading to underpin the session:**

Smile

Self Check-out

Expanding the definition of beauty

Fairmont

Case Study: Canadian Tire

**Theme of the Week**

Week	Date	Session Topic
6	Thursday February 9 <sup>th</sup>	Debate

**Debate 5**

Week	Date	Session Topic
7	Tuesday February 14 <sup>th</sup>	Transacting Value

**Reading for discussion**

Chapter 12: Pricing Concepts and Strategies

**Reading to underpin the session:**

Musicians Look for CYMBALS of Success

ABM Fees

Canadian Internet Pharmacies

Giant Tiger

Case Study: Bizrate vs. Ebay

**Theme of the Week**

Week	Date	Session Topic
7	Thursday February 16 <sup>th</sup>	Surprise Product/Service and Analysis

Week	Date	Session Topic
8	February 20 <sup>th</sup> – 24 <sup>th</sup>	Reading Week

Week	Date	Session Topic
9	Tuesday February 28 <sup>th</sup>	Value Delivery: Designing the Marketing Channel & Supply Chain

**Reading for discussion**

Chapter 13: Marketing Channels

Chapter 14: Retailing

**Reading to underpin the session:**

Listing Fees

Integrated Multichannel Retailing

Arctic Glacier

Fire up the Grill

Case Study: Walmart – SCM

Sweatshops

2010 Winter Games

Pete's Frootique

Muchmusic.com

Case Study: Staples

**Theme of the Week**

Week	Date	Session Topic
9	Thursday March 1 <sup>st</sup>	Surprise Product/Service and Analysis

Week	Date	Session Topic
10	Tuesday March 6 <sup>th</sup>	Value Communication

**Reading for discussion**

Chapter 15: Integrated Marketing Communications

Chapter 16: Advertising Sales Promotion and Personal Selling

**Reading to underpin the session:**

Is it Deceptive to Disguise the Message Sender?

Ideas that Build Success

One-to-One Marketing

A Viral Evolution

Case Study: DOVE

Viral Dare

Seeing RED

Pop – up Beauty

Capital Ideas

Case Study: West49.com

**Theme of the Week**

Week	Date	Session Topic
10	Thursday March 8 <sup>th</sup>	Surprise Product/Service and Analysis Presentation

Week	Date	Session Topic
11	Tuesday March 13 <sup>th</sup> , Thursday March 15 <sup>th</sup>	Project Preparation, Execution, Implementation and Discussions between Groups and Professor

Week	Date	Session Topic
12	Tuesday March 20 <sup>th</sup>	Global Marketing

**Reading for discussion**

Chapter 17: Global Marketing

**Reading to underpin the session:**

Globalization

In the eyes of the beholder

MTV

David vs. Goliath

Case Study: IKEA

**Theme of the Week**

Week	Date	Session Topic
12	Thursday March 22 <sup>nd</sup>	Surprise Product and Analysis Presentation

Week	Date	Session Topic
13	Tuesday March 27 <sup>th</sup> & Thursday March 29 <sup>th</sup>	Project Presentations



**Important notes:****UWACE:**

It is expected that students access UWACE throughout the winter 2012 term course period for information on assignments, and for other relevant course material.

**Part of the students mark is subjective, which is based on class participation.**

**Assignments and all other course activity:**

Students are expected to check the appropriate UW websites for details concerning any examinations and various course drop deadlines (Please see: <http://www.registrar.uwaterloo.ca/exams/finalexams.html> and <http://www.quest.uwaterloo.ca/undergraduate/dates.html> respectively).

**Students with disabilities:**

Note 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.

**Statement regarding travel and the final examination period:** Please note that "Student travel plans are not considered acceptable grounds for granting an alternative make up time for any activity. For more information see: [www.registrar.uwaterloo.ca/exams/finalexams.html](http://www.registrar.uwaterloo.ca/exams/finalexams.html)

**Audio/video recording:** Classes may not be audio or video recorded, unless specified.

**Expectation of Academic Integrity:**

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.

**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>

**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offenses, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offense, or who needs help in learning how to avoid offenses (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. 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>

Students are responsible for understanding the expectations regarding whether any course activity is a group or individual initiative. Unless otherwise indicated the assumption is that course activities are individual efforts that feed into collective group activities.

**Appeals:** Concerning a decision made under Policy #70 (Student Petitions and Grievances) (other than petitions) or Policy #71 (Student Discipline) a student may appeal the finding, the penalty, or both. A student who believes he/she has a ground for an appeal should refer to Policy #72 (Student Appeals) <http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm>

**Avoiding Academic Offences:** [www.arts.uwaterloo.ca/arts/ugrad/academic\\_responsibility.html](http://www.arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html) It is important for students to be aware that one may commit plagiarism inadvertently, through ignorance of appropriate citation methods, so checking this website prior to submitting a paper is to the students advantage.

Additional Readings in Marketing:

**Relevant Journals**

- The Journal of Marketing
- International Journal of Research in Marketing
- The European Journal of Marketing
- Harvard Business Review
- International Marketing review
- International Journal of Advertising
- Journal of Marketing Management
- Journal of Business Research
- Journal of Consumer Research

Along with the assigned readings, you are encouraged to regularly read strategy-related items in the Financial Times, Wall Street Journal and articles in Canadian Business, Economist, Fortune, Forbes.