

**UNIVERSITY OF WATERLOO**  
**DEPARTMENT OF ECONOMICS**  
**Econ 344 (003 – 004) – Arbus 302 (003 – 004)**  
**Principles of Marketing & Consumer Finance**  
**Winter 2012**

---

Instructor : **KHUONG TRUONG**  
Office : Hagey Hall 218  
Phone : (519) 888 4567, ext. 33169  
Email : [knttruon@uwaterloo.ca](mailto:knttruon@uwaterloo.ca)  
Office Hours : TBA  
Class : **Section 003 – Tues, Thurs 11:30 to 12:50**  
**Section 004 – Tues, Thurs 13:00 to 14:50**  
Location : AL 124

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, 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 UW-ACE at <http://uwangel.uwaterloo.ca> (soon to be Waterloo LEARN). However, lecture notes are partially completed. Students are recommended to go to class to obtain completed notes.

**Evaluations:**

Individual assignment : 15% (Deadline is Feb 9<sup>th</sup>)  
Case Study : 10% (5% each, choose 2 out of 3 case studies, max. 2 people per case)  
Participation : 5%  
Group Project : 45% (35% for written submission – 10% for group presentations)  
Final exam : 25% (date and locations are scheduled during the final exam period)

**Tentative course schedule (subject to change):**

Week	Dates	Topics	Chapters
1	Jan 3 - 5	Course Outline Overview of Marketing	1
2	Jan 10 - 12	Developing Marketing Strategies Ethics & Social Responsible Marketing	2 3
3	Jan 17 – 19	Analyzing the Marketing Environment Marketing Research and Information Systems  <i>You should start working on your individual assignment</i>	4 5
4	Jan 24 – 26	Consumer Behaviour Business-to-Business Marketing  <i>First case study posted on course website on Jan 24</i>	6 7
5	Jan 31 – Feb 2	Segmentation, Targeting, Positioning Product Branding & Packaging Decisions  <i>Due: First case study has to be submitted on Jan 31 at the beginning of each class (no late submissions will be accepted)</i> <i>Due: Group formed for group project by Feb 2 (self-formed groups of 6 people)</i>	8 9
6	Feb 7 – 9	Developing New Products Services Marketing  <i>Due: Individual Assignments are due on Feb 9 (A 5%-per-day penalty begins at the beginning for late individual submissions)</i>	10 11
7	Feb 14 – 16	Pricing Concepts and Strategies: Establishing Value Marketing Channels: Distribution Strategy	12 13
8	Feb 21 – 23	READING WEEK  <i>Second case study posted on course website on Feb 21</i>	
9	Feb 28 – Mar 1	Retailing Advertising, Sales Promotions and Personal Selling  <i>Due: Second case study has to be submitted by Feb 28 at the beginning of each class (no late submissions will be accepted)</i>	14 16
10	Mar 6 – 8	Advertising, Sales Promotions and Personal Selling Integrated Marketing Communications  <i>Final revisions for the final group projects</i>	16 15
11	Mar 13 – 15	<i>Due: Group Project Written submissions are due Mar 13 at the beginning of class – NO LATE SUBMISSIONS WILL BE ALLOWED</i> <i>Third case study posted on the course website on Mar 13</i>	
12	Mar 20 – 22	<i>Due: Group Project PowerPoint Presentations are due on Mar 19, via email by 6:00pm. Presentations start on Mar 20</i> <i>Due: Third case study is due on Mar 20</i>	
13	Mar 27 – 29	<i>Presentation and exam review</i>	

### **Make-Up Exam Policy:**

Students are REQUIRED to write the final exam during the final exam period. Schedule and location will be announced by the Registrar Office. Please visit <http://registrar.uwaterloo.ca/exams/index.html> for further details later in this term. Travel plans are **NOT** a sufficient reason to have a final exam deferred. Requests for accommodation based on religious holiday must be submitted to the Associate Dean. The Deferred Exam Policy is listed on the Department of Economics website at <http://economics.uwaterloo.ca/DeferredExams.html>

### **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](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.