

ECONOMICS 344

Marketing & Consumer Economics

Course Outline – Winter 2011

Class & Section: Econ 344 - 3251 Section 003
Days & Times: Wed & Thurs 7:00 PM - 8:20 PM
Location: AL 105

Instructor: Harp Arora
Office: HH 127, Phone 519-747-5793 (business office # - I'm off-campus)
Office Hours: Wednesday 3:15 - 4:50 PM, appointment preferred

E-mail: h2arora@uwaterloo.ca, however correspondence is primarily through UW ACE. This is the source for course updates, marking criteria, lecture slides, readings, class cancellations and announcements.
<https://uwangel.uwaterloo.ca/uwangel/frameIndex.htm>

Marketing is fundamentally about understanding an organization's decisions relating to its customers, competitors, distributors, and regulators. It is an interdisciplinary field drawing on theory and methodology from a variety of sources including psychology, sociology, mathematics, statistics and economics.

Objectives:

1. To gain a command of the principles most useful for understanding marketing and consumer behaviour.
2. To understand a broad range of marketing topics and perspectives and to develop the skills needed for marketing decision-making.
3. To develop written and oral skills in a team environment.



(1) Textbook: *Marketing, Canadian Edition*, Grewal, Levy, Persaud, Lichti, McGraw Hill Ryerson 2009: ISBN 978-0-07-098492-9

(2) i-Clicker: ISBN 9780716779391

Course Requirements and Key Dates:

Class Participation:	10%	(throughout term)
Individual Assignment:	15%	Week 6 Thurs Feb 10
Team Project (Written):	30%	Week 10 Thurs Mar 17
Team Project (Oral Presentation):	15%	Wk 11 & 12 Mar 23, 24, 30
Final Exam: Scheduled by Registrar	30%	TBD

Note: All written submissions are due at the start of class on the due date. For individual submissions, a 5% per day penalty begins at the start of class. There will be no allowance for late group submissions.