



Course Outline – Winter 2012

UW Calendar Description:

Marketing: Principles of Marketing and Consumer Economics • Economic principles for marketing, exchange theory and consumer analysis, product or service introductions, public and private policies for advertising, differentiation and quality assurance.

Class Times & Location:

Monday 2:30pm – 5:20pm RCH 305

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|--------------------|--------------------------------------------------------------|
| Instructor: | Kevin Hood |
| Office: | HH104 (by appointment) |
| Email: | k2hood@uwaterloo.ca |

Course Objectives:

This course focuses on the marketing process. The purpose of the course is to develop students' skills in the activities of marketers. At the same time, the course provides an understanding of the marketing concept as a basis for general management decision-making and as a framework for analyzing marketing situations. The specific objectives of this course are:

1. To introduce key marketing ideas, particularly the core theme of delivering benefits to customers.
2. To develop knowledge of the elements of the marketing process, the basic components of the marketing program, and the interaction of marketing with the other functions of the organization.
3. To understand the elements of the marketing mix (product strategy, pricing, communications, and channels of distribution) and enhance problem solving and decision making abilities in these areas.
4. To understand what marketing managers do, to see applications of marketing thought and to explore ethical issues in a wide spectrum of management situations.
5. To develop skills in marketing analysis and planning.
6. To develop analytical skills in a marketing context to define problems, identify opportunities, and interpret their implications for decision-making.
7. To practice the application of qualitative and quantitative tools to marketing problems.

| Grading Scheme: | |
|-------------------------------|-------------|
| Individual Components: | |
| In Class Quizzes | 10% |
| Individual Submission | 15% |
| Final Exam | 35% |
| Group Components: | |
| Group Project | 30% |
| Presentation of Group Project | 10% |
| Total | 100% |

Course Materials:



Textbook:

Marketing, Canadian Edition, Grewal/Levy/Persaud/Lichti, McGraw Hill Ryerson

The text book is a very important part of this course and weekly chapter readings will be required. Textbook only required.

Available in the bookstore

Course Schedule (Subject to Change)

| CLASS DATES | TOPICS TO BE COVERED | CHAPTERS |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Jan 9 | Course Content and Expectations Overview of Marketing | 1 |
| Jan 16 | Developing Marketing Strategies Ethics & Socially Responsible Marketing | 2 3 |
| Jan 23 | Analyzing the Marketing Environment Marketing Research and Information Systems Start Work on Individual Submission | 4 5 |
| Jan 30 | Consumer Behaviour Business to Business Marketing | 6 7 |
| Feb 6 | Segmentation, Targeting, Positioning Product Branding & Packaging Decisions Groups formed and submitted by Feb 6th * | 8 9 |
| Feb 13 | Developing New Products Services Marketing Individual Submission due Feb 13th beginning of class ** Group Project topics emailed by start of class Feb 13th | 10 11 |
| Feb 20 | Reading Week | |
| Feb 27 | Pricing Concepts and Strategies: Establishing Value Marketing Channels: Distribution Strategy | 12 13 |
| Mar 5 | Retailing Integrated Marketing Communications | 14 15 |
| Mar 12 | Group Project Lab | |
| Mar 19 | Advertising, Sales Promotions and Personal Selling Global Markets Group Projects due Mar 19th beginning of class *** | 16 17 |
| Mar 26 | Group Project Presentations | |
| Apr 2 | Group Project Presentations Exam Review | |

Notes:

* 14 groups are self-formed with 6 people

** A 5% per day penalty begins at the start of class for late Individual Submissions

*** For the group components, NO LATE SUBMISSIONS will be allowed

D2L/LEARN

This course will use the university's D2L learning management system at: <https://learn.uwaterloo.ca/> to communicate with students. Further information will be provided.

In Class Quizzes: (10%)

Each class will have a series of questions that will account for 10% of your mark. The questions will be asked and answered using **monocleCAT** (monocle Computer Assisted Teaching) in each class. This web-based system allows immediate interactive feedback to aid and assess understanding of the course material. Students participate using their laptop, netbook, iPad, smartphone or cellphone. Your attempt to answer each question and correct answers will make up your total mark.

monocleCAT is licensed by student subscription, with unlimited courses per student at \$20.00 per term at: <http://www.tophatmonocle.com/register/>.

Technical Requirements: Computer (PC or Mac) with Firefox 3.0 or later or IE 6.0 or later (requires Chrome Frame Plugin, System will prompt to install upon first usage) or Chrome 5.0 or later or Safari 4.0 or later or Smartphone or cellphone via text messaging capability.

Individual Submission (15%)

Overview:

Pick a current magazine (available in Canada). Applying research techniques and sources:

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| Publication: <ul style="list-style-type: none">Describe the publication chosen for review including the targeted user profile and audience dimensionsAdd the reach and breadth of circulation and any other relevant data on the publicationDetail the overall strategy or positioning of the magazine | Advertisement: <ul style="list-style-type: none">Describe the advertised product/service including the targeted user profileAssess the target market using researchDetermine the positioning statementDetail the relevant benefits offered to the target market |
| Integration discussions: <ul style="list-style-type: none">Analysis of the placement of the ad in this publicationDiscuss the positioning of the magazine vs. positioning of the adShow evidence of marketing theory in this presentationProvide strong, well-defended arguments and a conclusion | Other: <ul style="list-style-type: none">Professionalism of overall documentResearch legitimacy and recording accuracyUse of exhibits/ references |

The lessons over the first few weeks will help but please use the textbook to look up any needed insights or information that will help you complete this submission. A submission rubric will be provided in class.

Note: It is important that you select something with ample statistical information (such as circulation, etc.). Your summary submission should be no longer than three single spaced pages in length. You can add statistical data and research as addendums. Include the advertisement as an addendum to your report. Be sure of your research legitimacy, recording accuracy and that all material is properly referenced.

Group Project (30%)

Working in 14 groups of 6 students, choose one of the following three scenarios for your Group Project:

Scenario A – *Market Shift*

Your marketing group has just been hired by the owner of an established company. You get to choose the existing company and/or the existing product/ service offerings from the company. The key criterion is that the specific product/ service offered by the company is in the mature to decline stage.

Scenario B – *Critical Review of a Successful Marketing Plan*

Your group will analyze the successful market strategy of an existing product / service. Because the market information is more readily available, I will expect a higher degree of research and analysis if your group proceeds with this scenario.

Scenario C – *Critical Review of a Failed Marketing Plan*

Your group will analyze the failed market strategy of an existing product / service. Because the market information is more readily available, I will expect a higher degree of research and analysis if your group proceeds with this scenario.

Note: Your written submission should be around 15 pages long (single-spaced, 12 point font), plus exhibits. A submission rubric will be provided.

Group Project Presentation (10%)

Every member must participate in the delivery of the 10 minute presentation. Each group can use whatever visuals, props, scripts, etc. as needed. The presentation must effectively convey the key points of your written submission.

Groups will be assigned a presentation day through a random draw.

Final Exam (35%)

Content from the entire term. Exam details will be provided in class.

Additional Information:

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. [Check www.uwaterloo.ca/academicintegrity/ for more information.]

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, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Discipline: A student is expected to know what constitutes academic integrity [check www.uwaterloo.ca/academicintegrity/] 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, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

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) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

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.