

**University of Waterloo**  
**Department of Economics**  
**Econ 344**  
**Principles of Marketing and Consumer Economics**  
**FALL 2016**

**Section 001**

**Class time: T&TH 11:30-12:50**

**Room: QNC 2502**

**Instructor Information**

Instructor: Camelia Nunez

Office: HH 162

Office Hours: T & TH 5:30-6:30 or by appointment

Email: [cnunez@uwaterloo.ca](mailto:cnunez@uwaterloo.ca)

*Please allow 24 hours for an email response*

**Course Description**

The course is designed to provide a broad understanding of the field of marketing, including the economic origin of the marketing concept. Students will gain an understanding of how organizations identify the needs of consumers and create and deliver value to these consumers through the marketing process. Certain concepts from economics including market responsiveness, consumer behaviour, decision making process, willingness to purchase, product differentiation and advertising will be incorporated into developing a strategic marketing plan. In addition to teaching central concepts and models from both marketing and economic theory, students will often participate in in-class activities where they can apply these newly learned concepts.

**Course Goals and Learning Outcomes**

This course covers the key elements of the marketing strategic planning process. The 4 broad buckets are: 1. performing the situation analysis which includes an assessment of the external environment, industry structure, markets and competitors, and the internal structure and assessment of an organization. From this analysis potential customer needs are identified and these needs are matched up with the core competencies of the organization. 2. Setting the Marketing Objectives. 3. Developing the Marketing Strategies which includes selecting target markets and positioning, product strategies, pricing strategies, promotional strategies, participation strategies (social media) and supply chain strategies (Place/distribution). 4. The implementation and control of the marketing plan process, which includes action plans for all marketing mix elements, responsibility, timeline, budgets, measurement and control.

Students will work in groups and in conjunction with a pre-selected existing company; these students will become an extension of this organization's employee pool. Therefore, students will be asked to relate marketing concepts and best practices to a real existing global organization. The culminating project for this class will be the development of a marketing plan for each of the assigned organizations, aspects of which they will then present in their final presentation at the end of the term.

Upon completion of this course, students should be able to:

- A. Understand basic principles of marketing and the marketing process and its economic foundation
- B. Explain how marketing discovers and satisfies consumer needs and wants.
- C. Differentiate between the elements of the marketing mix and integrate them in a strategic marketing plan by applying the marketing process in a 'real world' marketing situation
- D. Develop essential skills for:

Research

Independent and collaborative learning

Critical thinking

Communication/presentation skills

Business report writing

### Required Text

- **Marketing 9th Canadian Edition, Crane, Kerin, Hartley, Rudelius**

NOTE: You may choose between the print version and the e-book version (called "CONNECT") of the textbook; i.e. you do not require both. To access CONNECT (the e-book and online resources), go to the following web address and click the "register now" button:

<http://connect.mcgraw-hill.com/class/c-nunez-t-and-th-0630-0750-rch-110-1>

The online CONNECT resources come bundled with the print version of the textbook if purchased through the bookstore.

### Course Requirements and Assessment

The course will be supported in Learn, and students are responsible from checking LEARN frequently to receive instructions for upcoming classes. Any changes will be noted in announcements on the course home page.

<b>Assessment</b>	<b>Date of Evaluation (if known)</b>	<b>Weighting</b>
<b>In class Participation Marks</b>	<b>See Below</b>	<b>20%</b>
Attendance	Every day	3%
In Class Activities	Most Lectures	5%
Group Lecture/Review Session	Assigned Dates	7%
In-Class Contributions	Every Lecture	5%
<b>Group Assignment (in components)</b>	<b>See Below</b>	<b>30%</b>
Situation Analysis	Oct 04 (week 5)	4%
Marketing objectives	Oct 27 (week 8)	4%
Marketing strategies	Nov 15(week 11)	4%
Marketing Plan	Dec 05 (last day of class)	8%
Presentation	Nov 22,24,29 or Dec 1	10%
<b>Midterm Exam 1</b>	<b>Oct 20 (week 7)</b>	<b>25%</b>
<b>Midterm Exam 2</b>	<b>Nov 17 (week 11)</b>	<b>25%</b>

Individual grades on group assignment may be subject to adjustment based on peer evaluations.

### **In-class Activities and Participation – 15%**

Effective communication in the Business world consists of 3 main components: active listening skills, the ability to think critically, and the ability to effectively communicate ideas in groups and teams. These components will be developed in class and evaluated through students' in-class participation and in-class activities. Below is a description of the participation components.

**In-class contributions:** verbal (voluntary) contributions that add value will be noted by the instructor. Each student must voluntarily make at least five valuable contributions throughout the term.

**In-class Activities:** most lectures will be followed by an in-class interactive activity, coordinated by the instructor. These activities can be in the form of a case-study, brief video, etc. All students will be asked to break down into smaller groups and discuss specific elements of the activity as a team. At the end of class, a few groups will be randomly selected to share some of their discussion take-aways with everyone else.

**Group Lecture/Review Session:** for this activity, students will work in the same groups they are assigned for the final project. After Lecture 3, when the instructor will have finished teaching Chapter 1 of the textbook, one previously assigned group of students will be teaching the corresponding content/chapter to each lecture – students will mainly be sharing their study notes and some key take-aways from the read content. This activity can be carried out in any way by the group (eg. Powerpoint presentation, hand-out, etc. – use your imagination) – each student lecture must include one interactive activity (eg. a few questions to the class). The allocated time for each student lecture (+ interactive activity) will not exceed 15 minutes in length and will not be shorter than 10 minutes. Twice throughout the term, during the lectures prior to the midterm exams, the student lectures will be held in the form of Review Sessions, including a review of the main points and a review 'quiz'.

### **Group Assignment 30%**

Students will work in groups of 5. Your group will be assigned by the instructor, and together you will choose a company and will work towards completing a Marketing Plan for this company. The plan will include: 1) an external and internal environmental assessment including a SWOT analysis; 2) the setting of key Marketing Objectives; 3) developing Marketing Strategies; 4) developing an implementation plan. There are five due dates assigned to this project:

1. External assessment, Internal & S.W.O.T. analysis
2. Marketing Objectives
3. Marketing Strategies
4. Final Written Report – Marketing Plan
5. Presentation

The instructor will provide more specific details about the final project at the end of September.

Please note that the UW writing centre is an excellent resource for the written marketing plan assignment. UW Writing Centre is a teaching and resource centre for all undergraduate and graduate students. The Centre offers writing development through one-on-one consultations, tutorials and drop-in sessions. Visit <https://uwaterloo.ca/writing-centre/>

## **Two midterm exams 50% (Mid-term 1- 25%, Mid-term 2- 25%)**

Two Mid-term exams are scheduled during class time. It will emphasize material covered in lectures, activities, and assigned readings. The two midterm exams are multiple-choice.

### **Course polices**

#### Communication

I will be available during the office hours. You can also talk to me after class. I will check e-mails regularly during the day. You should not expect to hear from me evenings or weekends. As a general rule, please allow 24 hours for an email response.

All e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student's own UWaterloo e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from an UWaterloo account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Electronic devices – including electronic dictionaries – are NOT permitted in exams. The only exception is a standard (i.e. non-programmable) calculator.

Announcements, grades, lecture slides, information on exams, teaching assistants assigned to this section of this course, and other course materials will be posted on to LEARN. Check LEARN daily. Any changes and critical information will be posted on LEARN. You are responsible for making yourself aware of any changes made to the course by checking LEARN daily.

#### Examination Policy

Exam papers must be submitted in whole and on time in the exam room. Exam papers

- (a) not submitted on time,
- (b) submitted with missing pages,
- (c) submitted elsewhere, except students with permission to write in the Assess Ability Office,
- (d) not received at all,

will receive a grade of zero regardless of the reason.

It is the responsibility of students to ensure that they write exams in the location, date, and time assigned to their sections. Students writing exams in the wrong section are considered not writing exams at all and will receive a zero mark.

#### Missing a Midterm Exam

Missing a midterm will automatically result in a grade of zero for that midterm. A consideration for missed exams will only be given in the case of illness or emergency reasons. Such excuses as prior personal travel plans and extra-curricular commitments are not legitimate reasons.

If you were ill, you must get UW Verification of Illness Form (the only acceptable document), with approval you may write a deferred midterm exam. There will be a single deferred exam at the end of the term which is CUMULATIVE and applies to students who missed either one or both midterm exams due to

legitimate reasons such as illness or emergency. The illness form must be obtained the day of the exam and submitted within 3 days of the exam. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks.

Students will receive a mark of zero on a missed test without the UW Verification of Illness Form.

The midterm exam schedule has been set and will not be changed.

#### Course Modification Warning

The instructor and university reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her UWaterloo email and course website on LEARN daily during the term and to note any changes.

### Course Outline

WEEK	TOPIC	WHAT TO DO / WHAT IS DUE
<b>1</b> Sep. 8	<b>Lecture 1</b> Getting to know each other Discussing the syllabus Introductory discussion to the field of marketing	
<b>2</b> Sep 13 Sep 15	<b>Lecture 2 &amp; 3</b> LO1 Define marketing & requirements for successful marketing LO2 Breadth and Depth of Marketing LO3 Satisfying customer needs and wants LO4 Marketing mix elements vs. environmental forces LO5 Market orientation (customer value, satisfaction & customer relationships) LO6 Transitioning from market orientation to consumer experience LO7 Emergence of the social media marketing era LO08 meaning of ethics and social responsibility	<b>Read Chapter 1</b>
<b>3</b> Sep 20 Sep 22	<b>Lecture 4 &amp; 5</b> LO1 two kinds of organizations and three levels of strategy LO2 importance of core values, mission etc. LO3 Organizational assessment LO4 Marketing dashboards and marketing metrics LO5 3 steps of planning phase of strategic marketing process LO6 elements of implementation and evaluation	<b>Read Chapter 2</b>
<b>4</b> Sep 27 Sep 29	<b>Lecture 6 &amp; 7</b> LO1 Importance of environmental scanning LO2 Importance of social forces LO3 Impact of technological changes LO4 Competition and forms of competition LO5 Legislation involving competition and protecting	<b>Read chapter 3</b>

	consumers	
<b>5</b> Oct 4 Oct 6	<p><b>Lecture 8 &amp; 9</b></p> <p>LO1 Stages in consumer purchase decision LO2 Variations of consumer purchase decision LO3 Psychological influences on consumer behaviours LO4 Socio-cultural influences on consumer behaviour</p> <p>LO1 Marketing Research (MR) LO2 Types of MR LO3 Stages of MR LO4 Use of secondary data for MR LO5 Marketing info system to trigger marketing actions</p>	<p><b>Read chapter 5 &amp; 8</b> <b>DUE: Situation Analysis Oct 4</b></p>
<b>6</b> Oct 11 Oct 13	<p><b>Lecture 10 &amp; 11</b></p> <p>Study Day (Lecture 10) LO1 What is Marketing segmentation and when to use it LO2 Five steps involved LO3 Factors used to segment consumer and business markets LO4 Developing a market / identifying a target market LO5 Product positioning LO6 Sales forecasts</p> <p>LO1 Terminology pertaining to products and services LO2 Classifying consumer and business goods LO3 "Newness" in products and services LO4 Product and service failure LO5 New-product process</p>	<p><b>Read Chapter 9 &amp; 10</b></p>
<b>7</b> Oct 18 Oct 20	<p><b>Lecture 12&amp; 13</b></p> <p><b>IN-CLASS MID-TERM EXAM 1 (Lecture 13)</b></p>	<p><b>Midterm Review (Lecture 12)</b> Prepare for Midterm Exam 1 Oct 20 (Chapters 1,2,3,5,8,9&amp;10)</p>
<b>8</b> Oct 25 Oct 27	<p><b>Lecture 14 &amp; 15</b></p> <p>LO1 Product life cycle LO2 Managing a product's life cycle LO3 Branding LO4 Packaging &amp; labelling</p> <p>LO1 Unique elements of services LO2 The service continuum LO3 How consumers purchase services LO4 Contract to understand the service purchasing process LO5 Evaluation of services LO6 The 7Ps of service marketing</p>	<p><b>Read Chapter 11 and 12</b></p> <p><b>DUE: Marketing Objectives (Oct 27)</b></p>

<p><b>9</b> Nov 1 Nov 3</p>	<p><b>Lecture 16 &amp; 17</b> LO1 Pricing LO2 Pricing Constrains LO3 The demand curve LO4 Break-even analysis LO5 Approaches to pricing LO6 Laws and regulations affecting pricing</p> <p>LO1 Marketing channel of distribution LO2 Distinguish among marketing channels LO3 Considerations when managing a marketing channel LO4 Factors that affect marketing channels' relationships LO5 Relationships between marketing channels LO6 Logistics costs LO7 Supply chain</p>	<p><b>Read Chapter 13 &amp; 14</b></p>
<p><b>10</b> Nov 8 Nov 10</p>	<p><b>Lecture 18 &amp; 19</b> LO1 Integrated marketing communications LO2 The promotional mix LO3 Promotional approach LO4 Push &amp; Pull strategies LO5 Promotion decision process LO6 Direct marketing</p> <p>LO1 Product advertising vs. institutional advertising LO2 The advertising program LO3 Consumer oriented vs trade oriented sales promotions LO4 Public Relations</p>	<p><b>Read Chapters 16&amp;17</b> Identify which channel and intermediaries will provide the best coverage of the target market for your product or service Determine which channel and intermediaries will be the most profitable.</p>
<p><b>11</b> Nov 15 Nov 17</p>	<p><b>Lecture 20 &amp; 21</b></p> <p><b>IN-CLASS MID-TERM EXAM 2 (Lecture 21)</b></p>	<p><b>Midterm 2 Review (Lecture 20) - Chapters 11,12,13,14,16,17</b></p> <p><b>DUE: Marketing Strategies (Nov 15)</b></p>
<p><b>12</b> Nov 22 Nov 24</p>	<p><b>Lecture 22 &amp; 23</b> In-class presentations Only groups presenting during the class period are required to come to the class</p>	<p>Present your Innovative Promotional Tool with supporting evidence.</p>
<p><b>13</b> Nov 29 Dec 1</p>	<p><b>Lecture 24 &amp; 25</b> In-class presentations Only groups presenting during the class period are required to come to the class</p>	<p>Present your Innovative Promotional Tool with supporting evidence.</p>

### Late Work

On the group work assignment, 5% penalty per day will apply. No component of the assignment will be accepted after 3 days of the due date.

### Information on Plagiarism Detection

The Marketing project must be submitted electronically to the Course web-site dropbox which checks for plagiarism via a link to Turnitin. The drop-box is located under Assessments on LEARN.

Plagiarism detection software (Turnitin) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments are documented. In the first week of the term, details will be provided about the arrangements for the use of Turnitin in this course.

Students will be given an option if they do not want to have their assignment screened by Turnitin. The option is to prepare a report as a review of available research data on the subject. Please let me know the first week of the term if your group does not accept the use of turnitin. See:

<http://uwaterloo.ca/academicintegrity/Turnitin/index.html> for more information.

### **Electronic Device Policy**

Cell phones, pagers, and other electronic devices must be either turned off or muted during classes. Laptops are permitted in class for note-taking and in-class activities only. Students using laptops in class for other purposes may be asked to leave the classroom. Consistent abuse of the laptop policy in class will negatively affect the participation grade.

### **Attendance Policy**

Attendance is based on in-class participation and completion of in-class activities.

### **Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009**

#### **Cross-listed course**

Please note that a cross-listed course will count in all respective averages no matter under which rubric it has been taken. For example, a PHIL/PSCI cross-list will count in a Philosophy major average, even if the course was taken under the Political Science rubric.

#### **Academic Integrity**

**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](#).

**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](#).

**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](#).

#### **Other sources of information for students**

[Academic integrity](#) (Arts) [Academic Integrity Office](#) (uWaterloo)



## **Accommodation for Students with Disabilities**

**Note for students with disabilities:** The [AccessAbility Services office](#), *located* in Needles Hall Room 1401, 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 AS office at the beginning of each academic term.

**Turnitin.com:** Text matching software (Turnitin®) will be used to screen assignments in this course. This is being done to verify that use of all material and sources in assignments is documented. In the first week of the term, details will be provided about the arrangements for the use of Turnitin® in this course.

