

University of Waterloo
Department of Economics
Econ 344/ARBUS 302

Marketing 1 : Principles of Marketing and Consumer Economics
Winter 2018 (class begins Wed Jan 3, 2018 – ends Mon Apr 2, 2018)
Section 002- Mon and Wed; 6:30-7:50 pm ; PAS 1229

Instructor and T.A. Information

Instructor: Rosemary Peros
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Teaching Assistant:
John Baker

Course Description

The course is designed to provide an introduction to and 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 and wants of consumers and the market place,
- how to find, target and satisfy market opportunities and
- how to create and deliver value to these consumers through the marketing process.

Certain concepts from economics will be explored that include: market responsiveness, consumer behaviour, decision making process, willingness to purchase, product differentiation, advertising, elasticity and pricing models.

These concepts will be practically explored by students in a group-project setting through the development of a real-world strategic marketing plan, that incorporates these concepts.

Course Goals and Learning Outcomes

This course covers the key elements of the marketing strategic planning process. The main categories are:

1. Situation analysis: 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 and wants are identified and these needs and wants are matched up with the core competencies of the organization.

2. Setting the Marketing Objectives: what does the organization wish to achieve in both the short and long term relative to the market place and targeted consumer group (s).

3. Developing the Marketing Strategies: selecting target market (s), positioning, product strategies, pricing strategies, promotional strategies, participation strategies (social media) and supply chain strategies.

4. Implementation and control of the marketing plan process: action plans for all marketing mix elements, responsibility, timeline, budgets, and measurement and control.

In order to develop these concepts in a 'real world' context, our classroom will be structured as a 'virtual company'. Specifically, students will become an organization of employees. This outline will serve as the employment contract between the instructor (employer) and the students (employees).

Students will work collaboratively in a group (5 students per group depending on overall class enrolment), you create your own group and choose your own group mates, within the realm of an industry of your choice (eg. Hospitality, Transport) and with a publicly traded company (eg. Apple, Tim Horton's) of your choice. Students will become an extension of this organizations employee pool. Therefore, students will be asked to relate marketing concepts and best practices to a real existing organization. The rules of engagement within the classroom for students will be consistent with workplace expectations: they must show up for work (attend class regularly), they must show up on time (6:30 pm sharp!), work as a collaborative and equal partnership team for the group project, they must hand in their own work (original work only, no plagiarism obviously) and orally present their summarized marketing plan to an audience.

iClickers (remote control testing device) will be used during class to:

- encourage class attendance,
- promote class participation,
- test understanding of curriculum during class time and
- prepare for midterms.

Uturnitin: we will also use Uturnitin software for submission of all written work to mandate original work and discourage plagiarism.

The culminating project for this class will be the development of a marketing plan for the organization chosen. Finally, students will present the key aspects of their marketing plan as a group within a 10 minute oral presentation to a panel (to include course instructor and others as available).

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

- A. Understand basic principles of marketing, 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, group based learning
 - Critical thinking
 - Communication/presentation skills
 - Business report writing
 - Conducting an analysis in an electronic/social media environment

Required Text

Marketing (10th Canadian Edition), Crane, Kerin, Hartley, Rudelius

NOTE: You may choose between the print version and the e-book version (called "CONNECT") of the textbook (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.mheducation.com/class/r-peros-econ-344-winter-2018>

Please note that Connect is not required for grading purposes. The following website helps with connect registration process:

<http://connect.customer.mheducation.com/students-how-to-order/>

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

Required Technology: i>Clicker, please ensure you have registered your clicker, that it is functional and that you have spare batteries!. See more information on Learn.

Course Requirements and Assessment

The course will be supported in Learn, and students are responsible to check Learn frequently to receive instructions for upcoming classes, assignments and exams. Any changes will be noted in announcements on the course home page. Course evaluation is based upon the following three (3) components:

<u>Assessment</u>	<u>Date of Evaluation</u>	<u>Weight</u>
A. i>Clicker/in-class participation	Begins Mon Jan 15 (class #4) and thereafter for each teaching class (not during exams or group presentations)	10%
B. Group Assignment (Marketing Plan; see Learn for full details)		40%
- Written (Group submission)	Wed Apr 4 (midnight)	25%
- Oral presentations (Group participation)	Mar 21, Mar 26, Mar 28, Apr 2	15%
C. Midterms		50%
Exam #1	Mon Feb 5 (in class)	25%
Exam #2	Mon Mar 19 (in class)	25%

Note: There is no scheduled Final Exam; the group assignment takes the place of a final exam; Individual grades on group assignment may be subject to adjustment based on peer evaluations.

In-class participation(i>Clicker) – 10%

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 (individually and in groups/teams).

These components will be developed in class and evaluated through students' participation in class via use of iClicker (remote control, multiple choice testing), general discussions and group project presentation. Participation is highly valued.

Students are responsible for buying a clicker (first generation clickers or the new version of clickers both work), bringing it to every teaching class (beginning Mon Jan 15, but not during exams or group oral presentations) and ensuring that the batteries work. I am not able to loan out clickers or batteries if students forget to bring them. Class participation will begin on Mon Jan 15 (fourth class) and will continue for each and every teaching class thereafter. iClicker testing will NOT include the days of midterm exams and group oral presentations.

Testing sessions (last 20 minutes of each teaching class) are based upon multiple choice questions and content discussed during class: 5 questions asked; 1 point for answering a question (this is the participation part); 1 additional point for each correct answer (this is the accuracy part), for a maximum total of 10 points (5 questions x 2 points) per session/teaching class.

The point behind this type of testing is to encourage class attendance, participation, active listening and understanding of content and then being able to translate all of this into choosing the correct answer. One cannot accomplish this, if one is not present in class. As such, marks are only available if you attend class and participate in each session.

If you are absent during any given teaching and testing class, your testing grade for that session will be zero (0). Unless you have a valid University of Waterloo medical certificate, the grade remains zero. There is no opportunity to make up any of these testing sessions as they occur within each individual class.

You must ensure that your clicker is working and that you have working batteries. No leniency is allowed if any of these components are not functional. Unless there is a university class room signal issue, lack of participation or personal technical issues will result in a zero grade.

Impersonation (using your absent friend's clicker to record their answers) can result in a suspension penalty.

You must register your i>clicker in order to receive participation credit. I cannot match your answers to your name unless you register your i>clicker to your name using UW internal registration link. Please see instructions below.

Registering your i>clicker:

- In your LEARN course website under Course Materials > Content area: there is a link titled “iClicker Registration”. Click this link to go to the UW iClicker Registration page. Here you will find an input box for new clicker ID registrations, and a list of clicker IDs you have already registered with the iClicker company. You can also remove an unwanted clicker ID on this page as well. Images on the page show you where to find your clicker ID on the back of your clicker.
- Registration is only needed once. A single registration will work for all your clicker courses and all terms.
- If you replace your clicker then register the new clicker ID number in the same manner as above.
- Your registration on official clicker webpage is not going to work for our purposes. Please use the UW internal registration listed above for registering your i>clicker.
- The clicker ID number is printed on the back of the clicker near the bottom, sometimes in very small type. An example is 12873CAB. Other numbers on the back like T24-RLR13 or 6495A-RLR13 are not clicker IDs.
- If your clicker ID has worn off, then take your clicker back to the textbook store and the staff will identify it. Clicker IDs never use the capital letter O (Oh) or lowercase letter L, but the similar looking numerals 0 (zero) or 1 (one) may be part of your Clicker ID.
- FAQ for students about clickers can be found on the following link:
<http://www.math.uwaterloo.ca/~pkates/CTE/clickers/clicker-student-faq.html#faq-register-what>

Group Assignment 40% (see Learn for full details about the project)

Students will create a group in Learn consisting of a maximum of 5 classmates (depends on class size) of their choosing. Your group will choose an industry of interest (eg. Restaurants). Within that chosen industry, your group will choose a company of interest (approved by instructor) and according to certain criteria (must be publicly traded). Your group will complete a marketing plan for this company. Details of what the marketing plan should include will be covered in class while complete information is noted in Learn. The plan will include, at minimum:

- 1) a situation analysis that includes an external (market place) and internal (company) environmental assessment including a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis:
 - > optional: hand your situation analysis in on Wed Jan 24/18 for instructor review & comments; drop-box in Learn & hard copy at beginning of class;
- 2) setting of key Marketing Objectives (what do you hope to achieve);
 - > optional: hand your marketing objectives in on Wed Feb 14/18 for instructor review & comments; drop-box in Learn & hard copy at beginning of class;
- 3) developing Marketing Strategies (how will you achieve these objectives);
 - > optional: hand your marketing strategy in on Mon Mar 12/18 for instructor review & comments; drop-box in Learn & hard copy at beginning of class; and
- 4) developing an implementation plan (how will you execute).

There are two (2) components of the Group marketing plan project: a Group written assignment of the marketing plan and a Group oral presentation of the key elements of the marketing plan. Due dates assigned to this project are as noted above under Course Requirements and Assessments. As noted above, you may optionally hand in the three key components of the project on the dates indicated.

Benefits of this approach are:

- keeps you on track and working diligently to complete the project on time and thoroughly;
- provides important instructor feedback as you progress; and
- makes it easier and more efficient to complete the final written report.

This is optional as noted. Otherwise, no feedback is provided until the final report is graded.

The order of the oral presentations will be selected via a random draw later in the term.

For complete details of the Group project, please see the group work document (course outline) posted to LEARN under Course Materials > Content. There is also a Group Assignment Checklist (Project Checklist) that is posted on LEARN under Course Materials. Once you have verified the check list, hand in this signed checklist with your final group assignment. However, plan details will also be covered during class.

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% (Midterm 1- 25%, Midterm 2- 25%)

Two mid-term exams are scheduled during class time. Exams will test material covered in lectures, activities, and assigned readings. The two midterm exams are multiple choice, lasting one hour each. The second mid-term exam is NOT cumulative (meaning that content tested for Midterm #2 is based upon content covered after Midterm 1).

Midterm 1: Mon Feb 5 (week 6, class 10)

Midterm 2: Mon Mar 19 (week 12, class 20)

Course polices

Communication

If you wish to schedule a specific time to speak with me, please email me and we can arrange according to mutually convenient times. I am also available before and after class. I will check e-mails regularly and will endeavour to respond within 24 hours.

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 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, with the exception of students with permission to write in the AssessAbility 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 exam will automatically result in a grade of zero (0) 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, extra-curricular commitments, too many exams on the same day are NOT legitimate reasons. Exam dates CANNOT be changed.

If you were ill on the day of the midterm exam, you must get an official University of Waterloo 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 to the end of the term that applies to students who missed either one or both midterm exams due to legitimate reasons such as illness or emergency.

Scenarios:

- You write midterm exam #1 (obtain a mark out of 25%) but you miss midterm exam #2: you will write a cumulative midterm exam (also worth 25%) at the end of the term.
- you miss midterm exam #1 and you write midterm exam #2 (obtain a mark out of 25%): you will write a

cumulative midterm exam (also worth 25%) at the end of the term.

- You miss BOTH midterm exams: you will write one cumulative exam at the end of the term which will be worth 50%.

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 (0) on a missed exam 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	Details
1	Class Begins: Wed Jan 3/18 (Lecture 1):	<p>Instructor to review course outline in detail and group project requirements. This will take up most of the first class.</p> <p>With remaining time, a basic introduction to marketing will be provided.</p> <p>All questions answered during this time.</p>
2	<p>Mon Jan 8/18 (Lecture 2): lecture classes fully begin.</p> <p>Ch 1: - What is marketing and what it's not - Explain how marketing discovers and satisfies consumer needs and wants - Distinguish between marketing mix elements and environmental forces - Describe how market orientation focuses on creating customer value, satisfaction, relationships - Explain why some organizations have transitioned from the market orientation era to the customer experience management era. - Understand the emergence of the social media era</p> <p>Ch 4: The Ethics and Social Responsibility for Sustainable Marketing: - introduction to the concept of ethics in Marketing -an example: marketing to children; manufactured demand</p> <p>No iClicker is required for this class.</p>	<p>Please read the following:</p> <p>Chapter 1 (Introduction to Marketing) + including Ethics and Social Responsibility</p> <p>Chapter 4 (Ethics): this is a recurring theme throughout the course; we will revisit this chapter periodically and others as relevant to this topic</p> <p>Group project: - get to know your classmates quickly and form your group of 5 people; -sign your Group up in Learn.</p> <p>Do this as quickly as possible, do not leave this too long as groups fill up quickly.</p> <p>The project is demanding and you need as much time as possible and should begin as soon as possible. See Group Project documents in Learn for complete details: - Choose an industry of interest to your group (e.g. airline, hospitality, technology, oil and gas etc...); -choose a publicly traded company within that industry (must be publicly traded so that information can be broadly obtained) -forward your selected company to instructor for approval as quickly as</p>

Week	Topic	Details
		<p>possible and ideally prior to next class. -You may wish to choose 2 or 3 companies of interest in case another group also chooses the same company and forwards it to me first. I am looking for a variety of companies.</p> <p>Remember: your company should be publicly traded so that information will readily be available for you to research and use.</p>
2	<p>Wed Jan 10/18 (Lecture 3)</p> <p>Ch 2 - Describe how core values, missions, organizational culture, business, and goals are important in organizations -Discuss how an organization assesses where it is now and where it seeks to be - Explain the three steps of the planning phase of the strategic marketing process - Describe the elements of the implementation and evaluation phases of the strategic marketing process</p> <p>No iClicker is required for this class.</p> <p>Please remember to bring your iClicker to next class (Mon Jan 15/18) as testing will fully begin during this class</p>	<p>Please read the following:</p> <p>Chapter 2 (Developing Successful Marketing Strategies)</p> <p>Start thinking about your chosen company/product; meet with your group; make a plan and divide up the work among the team; choose a project manager; start to research and gather information.</p> <p>Better to start early!</p>
3	<p>Mon Jan 15/18 (Lecture 4)</p> <p>Ch 2 Appendix A - creating your Marketing Plan</p> <p>iClicker testing begins fully at the end of this class!!</p>	<p>Please read the following:</p> <p>Read Ch 2 Appendix A, 'Creating an Effective Marketing Plan'</p> <p>Read this carefully and many times as you create your group project marketing plan.</p> <p>You will use this closely as a reference; we will discuss in class as we progress through the term.</p> <p>Also see the templates provided on Learn as to what is expected and for full details.</p>

Week	Topic	Details
		<p>We will review the details of the marketing plan during class as we progress through the term.</p>
3	<p>Wed Jan 17/18 (Lecture 5)</p> <p>Chapter 3: - Explain how environmental scanning provides information about social, economic, technological, competitive and regulatory forces - Describe how social forces, such as demographics, and cultural and economic forces, such as macroeconomic conditions and consumer income affect marketing - Describe how technological changes are impacting marketers and customers. - Discuss the forms of competition that exist in a market, key components of competition, and the impact of small businesses as competitors</p> <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 3 (Scanning the Marketing Environment)</p> <p>You should be working on the situational analysis which is the first major component of your plan. This must be comprehensive. Take the time to do this one well. The other components of the plan will build upon this one.</p> <p>Consider including a table similar to figure 3-2 (Canadian marketplace environmental scan) in your report:</p> <p>Identify three trends (what are you seeing) related to each of the following forces: - social (demographics, culture) - economic (macro, income) - technological - competitive (types, small business, on-line) - regulatory (protection, self-regulation, consumerism)</p>
4	<p>Lecture 6 (Mon Jan 22)</p> <p>Chapter 5: - Describe the stages in the consumer purchase decision process - Identify the major psychological influences on consumer behaviour - Identify the major socio-cultural influences on consumer behaviour</p> <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 5 (Consumer Behaviour)</p> <p>Do a consumer analysis of the product (goods, service) in your marketing plan:</p> <ol style="list-style-type: none"> 1. Identify the consumers who are most likely to buy your product. Who is your primary target audience? What is their demographic (eg. Age, gender etc) or other characteristics you believe are important to know about this audience. 2. Describe the main point of difference

Week	Topic	Details
		<p>of your product for this target group (in terms of benefits) and identify what problem your product/service helps solve for the consumer (see the consumer purchase decision process in figure 5-1 of the textbook.)</p> <p>3. Identify one or two key influences on your product for each of the four outside boxes in Figure 5-3 (Marketing mix, Psychological, Socio-cultural, Situational influences) and why you feel they are important.</p> <p>This consumer analysis will provide the foundation for the marketing mix actions you develop later in your plan.</p> <p>Complete a SWOT (strengths, weaknesses, opportunities, threats) analysis (see page 43; Ben & Jerry's example) and list the indicated actions. This is a key part of your situational analysis.</p>
4	<p>Lecture 7 (Wed Jan 24)</p> <p>Chapter 5 continues: We continue the discussion about consumer behaviour (from previous class and chapter 5).</p> <p>Review Situation Analysis requirements.</p> <p>We will also spend time talking about the next step in your marketing plan: Marketing Objectives.</p> <p>iClicker testing continues.</p>	<p>Please re-read the following:</p> <p>Chapter 5 continues (Consumer Behaviour) – we will continue to discuss elements of consumer behaviour and have some consumer based class discussions. Please come prepared to discuss your points of view!</p> <p>Situation Analysis review.</p> <p>TOUCHPOINT: You may optionally hand in your situation analysis for instructor review; drop-box in Learn and hard copy during class.</p> <p>You must stay on track and work diligently on your marketing plan. At this point, you should have completed</p>

Week	Topic	Details
		<p>your comprehensive external Situation Analysis by ensuring you have followed the template and requirements on Learn. Are you on track?</p> <p>Continue to build your marketing plan.</p> <p>Next major step is the Marketing Objectives:</p> <p>This is where you link what you did in your situation analysis to actually choosing a product/service & market strategies.</p> <p>You will set your marketing goals or objectives.</p> <p>Choose your product/service (based upon the Situation Analysis).</p> <p>Indicate steps to bring your product/service to market.</p> <p>Choose your target market (s), based upon your consumer analysis.</p> <p>Look at segmentation, market-product grid, size of market.</p> <p>What are the key points of difference – your product vs. competition.</p> <p>How will you position your product in the market place? Have you created a perceptual map?</p> <p>Do you have financial targets?</p>
5	<p>Lecture 8 (Mon Jan 29)</p> <p>Ch 8</p> <ul style="list-style-type: none"> - What is marketing research? - Explain the different types of marketing research - Understand the stages in the marketing research process - Explain the use of secondary data, surveys, experiments, and observation in marketing research 	<p>Please read the following:</p> <p>Chapter 8 (Marketing Research)</p> <p>Continue to work on your marketing plan! You should be working on your Marketing Objectives. See Learn for full details.</p>

Week	Topic	Details
	<p>- Explain how an intelligent marketing enterprise platform can trigger marketing actions.</p> <p>iClicker testing continues.</p>	<p>It's important to keep organized & clearly define which member of the team is responsible for what and when.</p> <p>TIP: assign one team member as the overall project manager. This person is responsible to gather all final information from each team member, review all information holistically and to ensure all requirements have been covered off. Remember to work together as a team!</p>
5	<p>Lecture 9 (Wed Jan 31)</p> <p>Ch 9</p> <p>- What is market segmentation and when to use it</p> <p>- Identify the five steps involved in segmenting and targeting markets</p> <p>iClicker testing continues.</p> <p>REMINDER: Midterm #1 – next class (Mon Feb 5)</p>	<p>Please read the following:</p> <p>Chapter 9 (Market STP – segmentation, targeting, positioning)</p> <p>Continue to work on your plan. Your next milestone is the marketing objectives.</p> <p>Review materials covered to date in preparation for the first midterm exam.</p>
6	<p>Lecture 10 (Mon Feb 5) MIDTERM EXAM #1</p> <p>Midterm exam #1 is written during class hours. No lecture on this date. No iClicker testing.</p> <p>Please arrive a few minutes early so that we may begin promptly at 6:30 pm.</p> <p>Ensure that you are going to the correct classroom assigned as noted in class.</p>	<p>Midterm Exam #1</p> <p>The following will be tested :</p> <p>Chapters 1,2,3,4, 5, 8, 9 (to end of class Wed Jan 31) as noted in the class syllabus and covered in class and chapter readings.</p> <p>Exam is written during class time; it is one hour in length; multiple choice; scantron cards will be used.</p> <p>Bring your ID. No calculator is required.</p>
6	<p>Lecture 11 (Wed Feb 7)</p> <p>Ch 9</p> <p>- Market Segmentation Continued</p>	<p>Please read the following:</p> <p>Continuing with Chapter 9 (Market STP)</p> <p>Continue to building your marketing</p>

Week	Topic	Details
	<ul style="list-style-type: none"> - How to develop a market product grid to identify a target market and recommend resulting actions - Explain how marketing managers position products in the marketplace - Approaches to developing a sales forecast for a company. <p>iClicker testing continues.</p>	<p>plan. You should be working on your marketing objectives.</p> <p>Your marketing plan needs a market-product grid to focus marketing efforts, and this will lead to a forecast of sales for your company.</p> <p>The ultimate objective is to create a realistic sales forecast. See pages 237 and 253 on the textbook for an example. I will be looking for numbers!</p> <p>Review results of Midterm #1</p>
7	<p>Lecture 12 (Mon Feb 12)</p> <p>Ch 10</p> <ul style="list-style-type: none"> - Describe the factors contributing to a product's or service's failure - Explain the purposes of each step of the new-product process <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 10 (Developing new products & services)</p> <p>Continue to work on your Marketing Objectives. Reference Learn for full details.</p>
7	<p>Lecture 13 (Wed Feb 14)</p> <p>Ch 11 (Managing products & brands)</p> <ul style="list-style-type: none"> - Explain the product life cycle - Recognize the importance of branding and alternative branding strategies - Describe the role of packaging, labelling, and warranties in the marketing of a product <p>Ch 12 (Managing services)</p> <ul style="list-style-type: none"> - The 4 I's (intangible, inconsistent, inseparable, inventory) - The 7 P's (product, price, place, promotion + people, physical evidence & process) <p>Review marketing objectives. Any questions? Marketing Strategy will be discussed as the next part of your plan.</p> <p>Clicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 11 (Managing Products and Brands)</p> <p>Chapter 12 (Managing Services)</p> <p>You should read both chapters entirely but specifically focus on the learning objectives listed.</p> <p>TOUCHPOINT: You may optionally hand in your marketing objectives for instructor review; drop-box in Learn and hard copy during class.</p> <p>You must stay on track and work diligently on your marketing plan. At this point, you should have completed your Marketing Objectives. Ensure you</p>

Week	Topic	Details
	<p>REMINDER: NO CLASSES NEXT WEEK DUE TO READING WEEK (Feb 19-23/18); WE WILL RESUME CLASSES ON MON FEB 26/18. HAVE A GREAT WEEK!</p>	<p>have followed the template and requirements on Learn. Are you on track?</p>
9	<p>Lecture 14 (Mon Feb 26) - First class back from Reading Week.</p> <p>Ch 13 – Steps 1 and 2</p> <ul style="list-style-type: none"> - Understand the nature and importance of pricing products and services - Recognize the constraints on the firm’s pricing and the objective the firm has in setting pricing (maximizing Profits) - Explain what a demand curve is and what price elasticity of demand means - Perform a Break-even analysis - Understand approaches to pricing as well as factors considered to establish prices for products and services <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 13 (Pricing products and services)</p> <ul style="list-style-type: none"> - Learning Objectives 1,2,3 - Steps 1 and 2 <p>Continue to work on your marketing plan. You should be working on your Marketing Strategy.</p> <p>You should have enough information now to start thinking about the pricing of your product/service.</p> <p>Consider the following:</p> <p>Steps in setting the Selling Price (see figure 13-2):</p> <ol style="list-style-type: none"> 1. List three pricing constraints (consider demand, organizational concerns & requirements, competition, legal, regulatory) and two pricing objectives (eg. Profit, sales). 2. Set three possible prices based on your target audience (demand, cost, profit, competitor oriented). 3. Assume a fixed cost and unit variable cost and a) calculate break-even points (the point at which total revenue = total costs; profit occurs beyond BEP) using three possible prices. <p>Choose final price using rationale from your marketing plan preparation to date.</p>

Week	Topic	Details
9	<p>Lecture 15 (Wed Feb 28)</p> <p>Chapter 9 continues – Pricing</p> <ul style="list-style-type: none"> - Learning objectives 4,5 - Steps 3 to 6 <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 13 (Pricing) continues. Re-read this chapter with specific focus on Learning Objectives 4, 5 and Steps 3 to 6.</p> <p>Pricing is an important concept to understand. Re-read this chapter often.</p> <p>How is your Marketing Strategy coming along?</p>
10	<p>Lecture 16 (Mon Mar 5)</p> <p>Ch 14</p> <ul style="list-style-type: none"> - Distinguish among traditional marketing channels, electronic marketing channels, multichannel distribution and different types of vertical marketing systems (professionally managed, centrally coordinated) - How does the company’s supply chain align with its marketing strategy -How does the choice of supply chain align with an organizations focus on environmental stewardship. <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 14 (Marketing channels & supply chain)</p> <p>Continue to work on your marketing strategy and plan.</p> <p>Identify which channel and intermediaries will provide the best coverage of the target market for your product or service.</p> <p>Determine which channel and intermediaries will be the most profitable.</p>
10	<p>Lecture 17 (Wed Mar 7)</p> <p>Ch 16</p> <ul style="list-style-type: none"> - Describe the promotional mix (see 16-2) - Identify the promotional approach appropriate to a product’s life cycle (Introduction, Growth, Maturity, Decline) - Discuss characteristics of push (to channel partners) and pull strategies (to consumers) - Explain the value of direct marketing for consumers and sellers (social media marketing) <p>iClicker testing continues.</p>	<p>Please read the following:</p> <p>Chapter 16 (Integrated Marketing Communications & Direct Marketing)</p> <p>Continue to work on your marketing strategy and plan. You should be close to finalizing your marketing strategy now.</p> <p>Consider how you can integrate marketing and communications as well as direct marketing approaches into your marketing plan.</p>

Week	Topic	Details
11	<p>Lecture 18 (Mon Mar 12)</p> <p>Ch 17</p> <ul style="list-style-type: none"> - Describe the steps use to develop, execute and evaluate an advertising program; see Figure 17-3 (Adv & disadv of major advertising media) - Discuss strengths and weaknesses of consumer oriented and trade-oriented sales promotion <p>Ch 16 page 421: Identify Public relations as an important form of communication.</p> <p>Ch 4 page 108: Define and discuss the marketing practise of 'Green Washing'(a deceptive marketing practice).</p> <p>iClicker testing continues.</p> <p>Review marketing strategy. Any questions?</p>	<p>Please read the following:</p> <p>Chapter 17 (Advertising, sales, promotion, public relations)</p> <p>Chapter 16: public relations</p> <p>Chapter 4: Green Washing</p> <p>TOUCHPOINT: You may optionally hand in your marketing strategy for instructor review; drop-box in Learn and hard copy during class.</p> <p>You must stay on track and work diligently on your marketing plan. At this point, you should have completed your Marketing Strategy. Ensure you have followed the template and requirements on Learn. Are you on track?</p>
11	<p>Lecture 19 (Wed Mar 14) – LAST TEACHING CLASS!</p> <p>First half of the class:</p> <p>Ch 20</p> <ul style="list-style-type: none"> - What is social media? How is it different than 'traditional' advertising media? - What are the four major social networks? How do we integrate them into marketing actions? - How do brand managers select a social network? - How have the real and digital worlds integrated and how this will affect the future of social media? <p>iClicker testing continues</p> <p>Second half of the class:</p> <ul style="list-style-type: none"> - Midterm: answer any questions that you may have - Final Report: answer any questions that you may have - Group oral presentation: review format and answer any questions that you may have 	<p>This is the last teaching class. The first half of the class will cover Ch 20 Social Media; second half of the class will be available to answer any questions you may have related to Midterm #2, the final Group Marketing report, Group oral presentation.</p> <p>Please read the following:</p> <p>Chapter 20 (Using Social Media and Mobile Marketing to Connect with Consumers)</p> <p>Tip: As you finalize your marketing plan and begin to think about the oral presentation, think about the power of social media and how it can be used to reach your target audience. Be sure to pick the 'right' social media that 'fits' with your demographic, product/service and objectives. While social media reaches A LOT of people and can be very powerful, if you miss</p>

Week	Topic	Details
		<p>the mark, then you will have also missed reaching your audience.</p> <p>Reminder: Midterm exam #2 takes place next class (Mon Mar 19).</p>
12	<p>Lecture 20 (Mon Mar 19) MIDTERM EXAM #2</p> <p>Midterm exam #2 is written during class hours. No lecture on this date. No iClicker testing.</p> <p>Please arrive a few minutes early so that we may begin promptly at 6:30 pm.</p> <p>Ensure that you are going to the correct classroom assigned as noted in class.</p>	<p>Midterm Exam #2</p> <p>The following will be tested :</p> <p>Chapters 9 (content not tested in exam #1), 10, 11, 12, 13, 14, 16, 17, 20; as noted in the class syllabus and covered in class.</p> <p>Exam is written during class time; it is one hour in length; multiple choice; scantron cards will be used. Midterm exam #2 is NOT cumulative. Only content since midterm #1 will be tested.</p> <p>Bring your ID. Bring your calculator.</p>
12	<p>Lecture 21 (Wed Mar 21)</p> <p>In-class presentations BEGIN</p> <p>Only groups presenting during the class period are required to come to the class; you may still attend if you wish to.</p>	<p>Group marketing project – group oral presentation #1</p> <p>Present your Innovative Promotional Tool with evidence.</p>
13	<p>Lecture 22 (Mon Mar 26)</p> <p>In-class presentations CONTINUE</p> <p>Only groups presenting during the class period are required to come to the class; you may still attend if you wish to.</p>	<p>Second set of group oral presentations:</p> <p>Present your Innovative Promotional Tool with evidence.</p>
13	<p>Lecture 23 (Wed Mar 28)</p> <p>In-class presentations CONTINUE</p> <p>Only groups presenting during the class period are required to come to the class; you may still attend if you wish to.</p>	<p>Third set of group oral presentations:</p> <p>Present your Innovative Promotional Tool with evidence.</p>
14	<p>Lecture 24 (Mon Apr 2)</p> <p>In-class presentations CONTINUE & end tonight.</p>	<p>Fourth and final set of group oral presentations:</p>

Week	Topic	Details
	<p>Only groups presenting during the class period are required to come to the class; you may still attend if you wish to.</p> <p>Note: this is the last class of the term for this course.</p>	Present your Innovative Promotional Tool with evidence.
14	<p>Wed Apr 4, 2018 11:59 pm – FINAL MARKETING PLAN REPORT IS DUE</p> <p>Term ends.</p>	Final group written presentation is due; submit electronic version to Dropbox in Learn by 11:59 pm; hard copy to the drop box in Economics department, Hagey Hall, second floor, by 11:59 pm.

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 FINAL Marketing Group project (written component only) 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.

The University of Waterloo takes plagiarism extremely seriously with potential serious consequences. If you do not understand what plagiarism is and rules governing plagiarism, please speak to the instructor. As such, 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. Only original work will be accepted. A detection of plagiarism will result in a grade of zero on the applicable item. Other consequences may apply.

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.

Please respect your peers and myself at all times during class. Unnecessary use of these devices is extremely distracting. I prefer that you listen and actively participate.

Attendance Policy

Attendance is based on class participation measured via clickers. Please see the policy on clickers above.

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. See the [UWaterloo Academic Integrity webpage](#) and the [Arts Academic Integrity webpage](#) for more information.

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](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

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](#). When in doubt, please be certain to contact the department’s administrative assistant who will provide further assistance.

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

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.

Mental Health Support

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

On Campus

- Counselling Services: counselling.services@uwaterloo.ca /519 – 888 - 4567 ext. 32655
- MATES: one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre Off campus, 24/7
- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- [OK2BME](#): set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#):

[Download](#) UWaterloo and regional mental health resources (PDF)

[Download](#) the WatSafe app to your phone to quickly access mental health support information

Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabe and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.