

University of Waterloo
Department of Economics MGMT 345
Marketing Strategy Fall 2021

Instructor Information

Instructor: Christy Tu
Office: Virtually vis Zoom meetings
Office Hours: Email to schedule a zoom meeting
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Territorial Acknowledgement

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabeg 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.

Course Description

This course builds upon material covered in MGMT 244– Principles of Marketing. The focus is on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories. You will develop analytical skills, apply decision tools, and learn frameworks that applies in developing practical marketing strategies.

Course Goals and Learning Outcomes

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

1. Apply the marketing concepts taught in MGMT 244;
2. Develop skills in the areas of market analysis, marketing decisions and strategy formulation;
3. Apply skills in communicating analyses, persuasion, and making recommendations;
4. Develop strategic marketing skills related to strategy creation, implementation, evaluation, and adaptation.

Course format

The basic pedagogy in the course takes several forms. The lectures and the readings are the basis of knowledge acquisition. Lectures will be delivered in voice over-PPT videos so that students can progress at their own pace. The reading assignments and application tasks will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner.

The weekly lectures will be released via LEARN on Fridays in the morning.

Textbook

A: Gary Armstrong, Philip T. Kotler, Valerie Trifts, & Lilly Anne Buchwitz (2016). *Marketing: An Introduction, 6th Canadian Edition*, Pearson Canada.

B: McDaniel, Gates, Sivaramakrishnan, & Main (2013). *Marketing Research Essentials, 2nd Canadian Edition*, Hoboken, NJ: Wiley.

Note: there is no required textbook for MGMT345/ARBUS302. The two textbooks listed above provided additional readings for corresponding lectures.

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.

Course Evaluation

Assessment	Weighting	Due	
Individual participation	20%	Nov. 12	
Group project:	Research proposal	10 %	Oct. 1
	Research design and questionnaire	10%	Oct. 22
	Final report	30%	Dec. 3
Final exam	30%	TBA	

Evaluation Details

Individual participation (20%)

The group project (see below for details) requires each group to collect responses for their questionnaires. To facilitate the survey data collection process, you will complete up to ten questionnaires from other groups. Each completed questionnaire is worthy of 2% the total mark. The maximum mark a student can earn is 20%.

Group project (50%)

During the course, you will be involved in a group project. As the first step, students must form teams of **4-5 members** each. Each team will work on a research question of your interest that is related to product/brand reposition given COVID realities. The primary objective of the group project is to provide you with experience in applying the concepts and methods of marketing strategic design.

The project will be completed in three stages:

Stage 1 will involve defining the marketing research problem and come up with a research proposal. Your team is asked to think an existing product/service that is currently experiencing difficulties due to the COVID-19 pandemic, and your group project is to develop a marketing campaign that aims to help the product/service overcoming those difficulties.

This proposal is counted as your first group assignment and contributes 10% to your final project grade.

Stage 2 will involve designing the survey questionnaire for your project study. This part is your second group assignment and contributes another 10% to your final grade.

Stage 3 will involve collecting and analyzing the data, reporting the findings and writing the formal report. This is worth 30% of your final grade.

Detailed guideline and requirements of the group project are available in the handout to be posted on LEARN.

Note on Statistical Analysis: You may use any software package you like to analyse your data. Depending on what analyses are needed for your project, either EXCEL or SPSS may suffice.

Both packages are menu-driven, user-friendly and available in the school computer labs. Instructor will also review the basic functions of those software packages in class.

Final Exam

Date: TBA – during final exam period.

The final exam will use multiple choice and short-answer questions **in format**. It will be scheduled for **2 hour** and is a **closed book examination**. **Dictionaries, calculators, and other electronic devices of any kind (including cell phones, smart watches) are NOT allowed to use for the exam.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exam will not be returned to students but may be reviewed by contacting your instructor.

The final exam will be cumulative.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

Tentative Lecture and Examination Schedule

Week	Topic	
1	Introduction to Marketing Strategy <ul style="list-style-type: none">• Syllabus, Class overview• Marketing Strategic Planning Process Design a customer-focused marketing strategy <ul style="list-style-type: none">• Understand the Steps in Marketing Strategic Planning Process• Segmentation, Targeting and Positioning	A: Ch. 1-5 & 7

2	<p>Design a customer-focused marketing strategy cont'd</p> <ul style="list-style-type: none"> • Segmentation, Targeting and Positioning cont'd <p>Introduction to Marketing Research</p> <ul style="list-style-type: none"> • The Role of Marketing Research in Marketing Strategic Planning Process • Marketing Research Process <p>Group project explained</p>	<p>A: Ch. 1-5 & 7</p> <p>B: Ch. 1 & 2</p>
3	<p>Research Design and Exploratory Research</p> <ul style="list-style-type: none"> • Exploratory Research: Secondary & Standardized Data Source • Exploratory Research: Qualitative Methods 	<p>B: Ch. 3, 4</p>
4	<p>Descriptive Research</p> <ul style="list-style-type: none"> • Descriptive Research: Survey • Descriptive Research: Measurement and Scaling 	<p>B: Ch. 5, 6</p>
5	<p>Descriptive Research Cont'd</p> <ul style="list-style-type: none"> • Descriptive Research: Questionnaire Design <p>Introduction to Qualtrics</p>	<p>B: Ch. 7-9</p>
6	<p>Causal Research</p> <ul style="list-style-type: none"> • Causal Research: Experimentation • Experimental settings and validity • Experimental design, treatments and effects 	<p>B: Ch. 10</p>
7	<p>Sampling</p> <ul style="list-style-type: none"> • Sampling Fundamentals • Sampling Error • Sample Size Calculation 	<p>B: Ch. 11, 12</p>
8	<p>Consumer Behaviour</p> <ul style="list-style-type: none"> • Understanding the decision-making process • Factors affecting decision making 	<p>A: Ch. 6</p>
9	<p>Product and Brand</p> <ul style="list-style-type: none"> • What's a brand worth? • Customer-brand relationships 	<p>A: Ch. 8 & 9</p>
10	<p>Price</p> <ul style="list-style-type: none"> • The psychology of pricing 	<p>A: Ch 10</p>
11	<p>Place</p> <ul style="list-style-type: none"> • Retail management • The presentation of retail stores 	<p>A: Ch11 & 12</p>
12	<p>Promotion</p> <ul style="list-style-type: none"> • Digital marketing and word-of-mouth 	<p>A: Ch 13-15</p>

Other information:

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.

Late Work

Students are expected to complete all assignments by the due date as stated in the assignment description. Late submissions are subject to a 2% per day penalty (7 day week).

Attendance Policy

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

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. See the UWaterloo Academic Integrity webpage and the Arts Academic Integrity webpage for more information.

Faculty of Arts-required statements for undergraduate course outlines

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 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.

Accommodation for Students with Disabilities

Note for students with disabilities: The AccessAbility Services office, located on the first floor of the Needles Hall extension (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.

NEW – Recommended statements to be included on course outlines

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
- Here 24/7: 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](#)