

**University of Waterloo**  
**Department of Economics**  
**MGMT 345 / ARBUS 303 Marketing Strategy**  
**Fall 2022**

**Instructor Information**

Instructor: Stephanie Villers  
Office: HH 239  
Office Hours: Tuesday 10:00 – 3:00 (live or virtual by appointment)  
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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**

Excepting the first class, the course format is generally as follows (see Tentative Lecture Schedule below for details):

- Class 1: Tuesday 8:30 – 9:50
  - In Class Lectures (50 minutes); Break (10 min.); Case Analysis (20 min.)
- Class 2: Thursday 8:30 – 9:50
  - Capstone Project Meetings (50 min.); Virtual Triple P - Problems, Progress, Plans (30 min.)

The lectures, readings, and capstone project are the basis of knowledge acquisition. 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 to real world situations.

**Textbook**

Roger A. Kerin, Steven W. Hartley, Arsenio Bonifacio, Donna Dumont, Carol Bureau (2021). Marketing the Core, 6th Canadian Edition, McGraw Hill

Buying Options: <https://www.mheducation.ca/marketing-the-core-9781260326949-can-group#configurable-product-options-title>

## 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
Capstone Project <ul style="list-style-type: none"><li>5% Interim Report</li><li>30% Final Report (Peer Evaluation)</li><li>5% Personal Reflection</li></ul>	40%	October 6 December 6 December 6
Case Analysis (8 Cases/Exercises x 5%)	40%	Weekly
Online Quizzes <ul style="list-style-type: none"><li>10% Quiz 1</li><li>10% Quiz 2</li></ul>	20%	October 18 November 29

## Evaluation Details

**Capstone Project – PICK ONE:** Experiential Learning (Group) **OR** Strategic Market Plan (Individual)

- Experiential Learning “EL” (Group Project Option):** The class has been randomly assigned to three teams on Learn. The team names correspond to the day of the week that you must create a post for your client’s social media platforms corresponding to the weekly lecture theme.
  - Instructions: Please see Learn – Contents – Capstone Project – “Experiential Learning Instructions”. Under the same folder, you can find a template for the Final Report and a Peer Evaluation Form (with sample grade distribution). If you do not complete the Peer Evaluation by the deadline, you are deemed to have given all members of your team 10/10.
    - Rubrics for each grade item are also available on Learn.
  - Virtual PPP Meetings: One person from each EL team must join weekly meetings to provide the instructor with an update on the team’s Progress, Problems, and Plans.
    - A mark of -1 will be deducted from the final grade of the Final Report for every missed PPP meeting (up to 10 marks total).
  - Termination: To simulate the actual job of a marketing consulting firm, students can quit or be fired from the Experiential Learning project. Students can quit at any time with 24 hours written notice to both your team and the instructor. Students can be fired by majority vote after three communication attempts, or three missed meetings, or if a team member fails to complete their prescribed tasks by a deadline agreed to by the group. Any terminated student will be transferred into the Strategic Marketing Plan alternative.
- Strategic Market Plan “SMP” (Individual Project Option):** When students are terminated from the EL Team, they will be switched into the SMP alternative with no credit given for previous work.
  - Instructions: Please refer to Learn – Contents – Capstone Project – “Strategic Marketing Plan”.
  - PPP Meetings: You are to submit written weekly reports on your Progress, Problems, and Plans to the Dropbox called “SMP PPP” on Learn.
    - A mark of -1 will be deducted from the final grade of the Final Report for every missed PPP meeting (up to 10 marks total).

Students are provided 50 minutes of class time per week for the Capstone Project. This is a *minimum* time commitment. It is expected that the work will be completed professionally and on time every week – even if that means working beyond the 50 minutes provided.

**Case Analysis:** Each week you will be assigned a case corresponding to the lecture topic. You must read the case before class and come prepared to analyze the case using various tools/methods learned throughout the semester. A Case Analysis Form will be completed for each case. Each weekly case analysis is worth 5% of your total grade and is due by 11:59 p.m. on the date it is assigned.

**Quizzes:** Each open book quiz will be conducted online during class on the date/time specified below. You will have 80 minutes (or longer if you have academic accommodations) to complete each quiz which is comprised of 40 multiple choice questions worth 0.25 each. The test bank will consist of an equal number of questions from weekly lectures and cases. However, the system will automatically randomize questions for each quiz. As such, the distribution of questions may vary by individual.

### Tentative Lecture Schedule

Date	Topic	Recommended	Required
Sep. 8	Introduction <ul style="list-style-type: none"> <li>Syllabus, Strategic Marketing Plan</li> </ul>	Chapter 15	--
Sep. 13	Marketing Fundamentals <ul style="list-style-type: none"> <li>New Marketing and Ethics</li> </ul>	Chapter 1	Fiji Water
Sep. 15	CAPSTONE	PPP 9:20	
Sep. 20	Marketing Environment <ul style="list-style-type: none"> <li>SWOT, PESTLE, Porters</li> </ul>	Chapter 2	Karatu Coffee
Sep. 22	CAPSTONE	PPP 9:20	
Sep. 27	Consumer Behaviour <ul style="list-style-type: none"> <li>Decisions, Influences</li> </ul>	Chapter 3	Canada Blood Services
Sep. 29	CAPSTONE	PPP 9:20	
Oct. 4	Getting Customers <ul style="list-style-type: none"> <li>Segment, Target, Position</li> </ul>	Chapter 6	Beyond Meat
Oct. 6	CAPSTONE <ul style="list-style-type: none"> <li>Interim Report (Group)</li> </ul>	PPP 9:20	
Oct. 18	<b>ONLINE QUIZ #1</b>	<b>No Lecture</b>	
Oct. 20	CAPSTONE	PPP 9:20	
Oct. 25	Market Research <ul style="list-style-type: none"> <li>Guest Lecture</li> </ul>	Chapter 4	--
Oct. 27	CAPSTONE	PPP 9:20	
Nov. 1	Marketing Mix: Product <ul style="list-style-type: none"> <li>Packaging/Labeling, Branding, Life Cycle</li> </ul>	Chapters 7 & 8	Ugly Produce
Nov. 3	CAPSTONE	PPP 9:20	
Nov. 8	Marketing Mix: Price <ul style="list-style-type: none"> <li>Value, Approaches, Adjustments</li> </ul>	Chapter 9	Lululemon
Nov. 10	CAPSTONE	PPP 9:20	
Nov. 15	Marketing Mix: Place <ul style="list-style-type: none"> <li>Channels, Supply Chain, Circular Economy</li> </ul>	Chapter 10	Patagonia
Nov. 17	CAPSTONE	PPP 9:20	
Nov. 22	Marketing Mix: Promotion <ul style="list-style-type: none"> <li>Communications, CRM, Industry</li> </ul>	Chapters 12-14	Dove
Nov. 24	CAPSTONE	PPP 9:20	
<b>Nov. 29</b>	<b>ONLINE QUIZ #2</b>	<b>No Lecture</b>	
Dec. 1	CAPSTONE	No PPP	
Dec. 6	CAPSTONE <ul style="list-style-type: none"> <li>Final Report (Group)</li> <li>Personal Reflection (Individual)</li> </ul>	Good Luck on Your Exams!	

### **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 their 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**

- **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**

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.

### **Mental Health Supports**

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](mailto: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