DEI 614: Principles of Marketing in a Globalized World: Leveraging Digital Technology
University of Waterloo
Masters in Digital Experience Innovation (MDEI)
Fall Term 2022 Online

The Faculty of Arts acknowledges 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 ten kilometres on each side of the Grand River. The Stratford School of Interaction Design and Business is situated on the traditional territory of the Anishinaabe, Haudenosaunee, and the Ojibway/Chippewa peoples. This territory is covered by the Upper Canada Treaties.

Facilitator and evaluator: Professor Kim de Laat
E-mail: kdelaat@uwaterloo.ca
Office Hours: Tuesdays, 2-3 pm EST (online, via zoom link on DEI614 LEARN homepage), and by appointment

Instructor and course designer: Dr. Tobias Thielen

Course Description

The objectives of this course are to provide you with a firm understanding of marketing strategy and the techniques used for digital marketing in a globalized context. Over the past decade, marketing has embraced a broad set of online tools that have revolutionized and revitalized approaches to the marketplace, including blogs, online news releases, social media, streaming video, and viral marketing, among others. Traditional marketing theories, however, have not become entirely obsolete just because of some digitalization and shall thus build a basis in this course where needed. The course will cover the difference between traditional and digital marketing, as well as strategies for digital marketing. DEI 614 aims to instruct you in several areas needed to create a digital marketing plan:

- Basic principles of marketing to create an analysis of your current internal and external situation as well as your target audience
- Common digital marketing tools, theories and models to establish goals and objectives
- Digital marketing strategies and channels
- Technology-based tactics for marketing campaigns
- Measuring results and effectiveness of marketing
• We will additionally take a detour to customer psychology in a digital environment. Building on the classic principles of marketing, DEI 614 will focus on how digital technologies support classic theories and how they are used in practice.

In this online course, students will work in teams as well as independently: Working in a team, you will evaluate success/failure of chosen strategies and will learn to develop a marketing strategy leveraging digital technologies. Working independently, you will discuss your fellow student’s approaches and explore your thoughts about products and customers. To develop concepts in a practice context, students will be placed into a marketeer role and will provide input and direction on a specified organization’s Digital Marketing Plan.

**Learning Outcomes**

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

• Understand basic principles of marketing and the marketing process
• The characteristics of digital marketing
• How technology can enhance classic marketing practices
• Understand how digital marketing discovers and satisfies the consumer’s needs and thinking
• 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
• Develop essential skills for: research, independent and collaborative learning in an online scenario, critical thinking, online communication and presentation skills, conducting an analysis in a digital and social media environment.

Understand this course as an interactive online course: I would like to encourage you to comment, discuss, explain, try, succeed, fail, and share your experiences with marketing and developing a marketing plan. Working on real-life best practices and topics of your interest, the course will build towards developing a digital marketing plan you will present to the class in the end in form of a pre-recorded presentation.

The weekly online modules will provide you with basics and readings on the topics discussed, while you will work with the theoretical knowledge and apply it to your project throughout the assignments. There are weekly assignments to complete individually as well as in a group, which will work towards the completion of a digital marketing plan.
Evaluation/Grade Breakdown

The following table represents the grade breakdown of this course.

<table>
<thead>
<tr>
<th>Activities and Assessments</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce Yourself</td>
<td>Ungraded</td>
</tr>
<tr>
<td>Course Outline Quiz</td>
<td>Ungraded</td>
</tr>
<tr>
<td>Quizzes 1-4</td>
<td>40% (10% each)</td>
</tr>
<tr>
<td>Group Assignment Parts 1-4</td>
<td>40%</td>
</tr>
<tr>
<td>Feedback Discussions</td>
<td>20% (10% each)</td>
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Course Schedule

IMPORTANT: ALL TIMES EASTERN - Please see the University Policies section of your Course Outline for details

**You must complete the Course Outline Quiz in order to gain access to the Activities and Assessments.**

**You must complete the quizzes noted in the following table in order to gain access to the listed Modules.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Activities and Assessments</th>
<th>Important Dates</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Module 01: An Introduction to Digital Marketing</td>
<td>Introduce Yourself</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Complete the Course Outline Quiz</td>
<td>Due: Friday, September 9, 2022 at 11:55 PM</td>
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<tr>
<td></td>
<td></td>
<td>Groups for the Group Assignment will be created by the Instructor</td>
<td>Due: Friday, September 9, 2022 at 11:55 PM</td>
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<tr>
<td>Week 2</td>
<td>Module 02: Situational Analysis</td>
<td>Group Assignment: submit your Group Contract and Case Study choice</td>
<td>Due: Friday, September 16, 2022 at 11:55 PM</td>
</tr>
<tr>
<td>Week 3</td>
<td>Module 03: Developing a Marketing Plan</td>
<td>Complete Quiz 1</td>
<td>Starts: Monday, September 19, 2022 at 11:55 PM</td>
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<td></td>
<td>Due: Sunday, September 25, 2022 at 11:55 PM</td>
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<tr>
<td>Week 4</td>
<td>Module 04: The Digital Marketing Audience</td>
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</tbody>
</table>
| Week 5 | Module 05: Vision and Goals | Complete Quiz 2 | Starts: Monday, October 3, 2022 at 11:55 PM  
Due: Monday, October 17, 2022 at 11:55 PM |
|---|---|---|---|
| Week 6 | Module 06: Marketing and Business Models | **Group Assignment:** submit your positioning tool and goals to the Instructor  
Due: Monday, October 17, 2022 at 11:55 PM | |
|  |  | **Group Assignment:** submit your Midway Presentation to the dropbox and discussion board  
Due: Sunday, October 23, 2022 at 11:55 PM | |
| Week 7 | Module 07: Distributing Content | Complete Quiz 3 | Starts: Monday, October 24, 2022 at 11:55 PM  
Due: Sunday, October 30, 2022 at 11:55 PM |
|  |  | **Group Assignment:** review and provide feedback for at least two Midway Presentations from other groups  
Due: Sunday, October 30, 2022 at 11:55 PM | |
| Week 8 | Module 08: Neuromarketing |  |  |
| Week 9 | Module 09: Leveraging Social Media | Complete Quiz 4 | Starts: Monday, November 7, 2022 at 11:55 PM  
Due: Sunday, November 13, 2022 at 11:55 PM |
|  |  | **Group Assignment:** submit your distribution strategy to the Instructor  
Due: Sunday, November 13, 2022 at 11:55 PM | |
| Week 10 | Module 10: Measuring Results | **Group Assignment:** submit your progress update to the Instructor  
Due: Thursday, November 17, 2022 at 11:55 PM | |
| Week 11 | Module 11: Future Trends | **Group Assignment:** submit your Final Marketing Plan to the dropbox and discussion board  
Due: Sunday, November 27, 2022 at 11:55 PM | |
| Week 12 | Module 12: Presentation Week | **Group Assignment:** review and provide feedback for at least two Final Marketing Plans from other groups  
Due: Sunday, December 4, 2022 at 11:55 PM | |

There is no final examination for this course; group assignment details can be found on LEARN
Course Material/Readings

*Textbook(s):* There is no required textbook for this course.

*Course Reserves:* Course Reserves for Students are used in this course. Course Reserves can be accessed using the Library Resources widget on the Course Home page.

*Extended Reading List:* The following resources are not required for this course, however if you would like to expand your horizon, there are some suggestions below ...


Additionally, apart from practice-oriented textbooks, you may refer to scientific papers such as:


Course and Department Policies

Communication: The course facilitator, Professor Kim de Laat, will be available for Zoom drop-ins on Tuesdays from 2:00-3:00 pm EST and by appointment and checks e-mails regularly. Please ensure that you include the course code in the subject line of your email.

All e-mail communication sent from students to instructors 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 or client becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Late Work: A 5% penalty per day will apply, and no component of the assignment will be accepted after 5 days past the due date. This applies to both individual and group assignments. With COVID-19 (and life in general), personal matters can always change plans: if something unforeseen happens, please don’t hesitate to contact Kim de Laat and work out an alternative. Additionally, please refer to the policy on “Accommodation for Students with Disabilities”.

University Policies

Submission Times: Please be aware that the University of Waterloo is located in the Eastern Time Zone (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

Accommodation Due to Illness: If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes: Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a Verification of Illness Form.

Email a scanned copy of the Verification of Illness Form to your instructor. In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

Further information regarding Management of Requests for Accommodation Due to Illness can be found on the Accommodation due to illness page.

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. If you have not already completed the online tutorial regarding academic
integrity you should do so as soon as possible. Undergraduate students should see the Academic Integrity Tutorial and graduate students should see the Graduate Students and Academic Integrity website.

Proper citations are part of academic integrity. Citations in CEL course materials usually follow CEL style, which is based on APA style. Your course may follow a different style. If you are uncertain which style to use for an assignment, please confirm with your instructor or TA.

For further information on academic integrity, please visit the Office of Academic Integrity.

Turnitin.com: Text matching software (Turnitin®) may be used to screen assignments in this course. Turnitin® is used to verify that all materials and sources in assignments are documented. Students’ submissions are stored on a U.S. server, therefore students must be given an alternative (e.g., scaffolded assignment or annotated bibliography), if they are concerned about their privacy and/or security. Students will be given due notice, in the first week of the term and/or at the time assignment details are provided, about arrangements and alternatives for the use of Turnitin® in this course.

It is the responsibility of the student to notify the instructor if they, in the first week of term or at the time assignment details are provided, wish to submit the alternate assignment.

Discipline: A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration, should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71 - Student Discipline. For typical penalties, check Guidelines for the Assessment of Penalties.

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.

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.

Final Grades: In accordance with Policy 46 - Information Management, Appendix A - Access to and Release of Student Information, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in Waterloo LEARN are unofficial.
AccessAbility Services: AccessAbility Services, located in Needles Hall, 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 accommodation to lessen the impact of your disability, please register with AccessAbility Services at the beginning of each academic term and for each course.

Accessibility Statement: The Centre for Extended Learning strives to meet the needs of all our online learners. Our ongoing efforts to become aligned with the Accessibility for Ontarians with Disabilities Act (AODA) are guided by University of Waterloo accessibility Legislation and policy and the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0. The majority of our online courses are currently delivered via the Desire2Learn Learning Environment. Learn more about Desire2Learn’s Accessibility Standards Compliance.

Use of Computing and Network Resources: Please see the Guidelines on Use of Waterloo Computing and Network Resources.

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If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or extendedlearning@uwaterloo.ca.