DEI 614: Principles of Marketing in a Globalized World: Leveraging Digital Technology
University of Waterloo
Masters in Digital Experience Innovation
Fall Term 2011

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Course Description

The objectives of this course are to provide you with a firm understanding of market strategy and the techniques used for marketing in a globalized context. Over the past decade, marketing has embraced a broad set of online tools that have revolutionized and revitalized an approach to the marketplace, including blogs, online news releases, social media, streaming video, and viral marketing strategies, among others. This course aims to instruct you in two primary, fundamental areas of marketing:

1. Basic principles of marketing, which includes market segmentation strategies, the use of marketing channels, how to develop promotion and pricing strategies, and how to develop competitive advantage.

2. How to leverage technology-driven, digital media for achieving marketing goals. You will learn through various examples of marketing problems, and you will learn to apply these principles within the context of a problem-oriented approach.

A secondary but also important set of learning outcomes of the course is an understanding of the rewards of global marketing, social responsibility, and the benefits of a global vision in setting business goals.

Required Text

MKTG, 5th Edition by Charles W. Lamb, et al.

Additional Readings

International Marketing, 3rd Canadian Edition by Philip Cateora, et al.
Recommended – on reserve at the front desk.

Links to and/or digital copies of additional required readings and/or documents will be provided online via **UW-ACE**.

Course Schedule

Session	Topics Covered	Readings	Assignments & Deliverables
Session 1 **Thursday** **September 15, 2011**	> Course Introduction > An Overview of Marketing	MKTG[1] pp 3-13 IM[2] pp 6-27	N/A
Session 2 **Thursday** **September 22, 2011**	> Strategic Planning for Competitive Advantage > Ethics and Social Responsibility > The Marketing Environment	MKTG pp 14-53 IM pp 67-73, 543-547	**Group Project** *Topics*
Session 3 **Thursday** **September 29, 2011**	> Developing a Global Vision > Consumer Decision Making	MKTG pp 54-101 IM pp 104-110	Assignment 1 (TBA)
Session 4 **Thursday** **October 6, 2011**	> Product Concepts > Developing and Managing Products	MKTG pp 156-185 IM pp 330-338	Assignment 2 (TBA)
Session 5 **Thursday** **October 13, 2011**	> Segmenting and Targeting Markets > Decision Support Systems and Marketing Research	MKTG pp 120-155 IM pp 202-225	Assignment 3 (TBA)
Session 6 **Thursday** **October 20, 2011**	> Business Marketing > Services and Nonprofit Organization Marketing > Marketing Channels > Supply Chain Management	MKTG pp 102-119, 186-199 MKTG pp 200-229 IM pp 339-340 IM pp 384-397	N/A
Session 7 **Thursday** **October 27, 2011**	NO CLASS TORONTO FIELD TRIP 07:30am 08:15am 09:30am 10:00am - 12:00pm 12:00pm - 01:00pm 01:15pm - 02:30pm 03:00pm - 05:00pm 05:30pm	 Bus leaves Stratford Pick up students in Waterloo Arrive in Toronto Bell Media/MuchMusic tour Lunch Corus Entertainment tour Capital C tour Bus departs Toronto	 with Kevin Newman with Gary Maavara with Tony Chapman

Session 8 **Thursday** **November 3, 2011**	> Pricing Concepts > Setting the Right Price	MKTG pp 300-335 IM pp 402-413	**Group Project** *Midterm*

Session 9
Thursday
November 10, 2011
	> Integrated Marketing
	   Communications
	
	> Advertising and
	   Public Relations
		MKTG pp 248-281
		
		IM pp 434-449
			Assignment 4 (TBA)

Session 10 **Thursday** **November 17, 2011**	NO CLASS (ISRAEL TRIP)	N/A	N/A

Session 11
Thursday
November 24, 2011
	> Retailing
	
	> Sales Promotion and
	   Personal Selling
	
	> Customer Relationship
	   Management (CRM)
	
	> Social Media & Marketing
	
	> Analytics
		MKTG pp 230-247, 282-299
		
		IM pp 451-459
		
		MKTG pp 336-366
			Assignment 5 (TBA)

Session 12 **Thursday** **December 1, 2011**	N/A	N/A	**Group Project** *Final*

[1] MKTG, 5th Edition by Charles W. Lamb, et al.
   Required for the course.

[2] *International Marketing, 3rd Canadian Edition* by Philip Cateora, et al.
   Recommended – on reserve at the front desk.

Assignments & Deliverables

A total of five assignments will be presented (online via **UW-ACE**) throughout the course, each of which should be submitted online (before class begins) on the date of the class session for which the assignment is listed under the "Assignments & Deliverables" column of the Course Schedule. For example, the first assignment should be submitted online via **UW-ACE** before the beginning of class on Thursday, September 29, 2011. Assignment particulars and requirements will be presented to students online via **UW-ACE** at least one session prior to when each assignment is due. Assignments are to be completed on an individual basis.

Throughout the course, students will have many opportunities to work in groups. In addition to in-class group exercises and discussions, student groups will undertake a single group project throughout the life of the course. Groups will be formed during the first class session. There will be 4-6 groups in total, each group comprised of between 2-3 individuals, depending on class size. Students will be allowed to partner with group members of their own choosing.

As groups, students will be responsible for the following, as per the **bolded Deliverables** listed under the **Course Schedule**:

> **Group Project:** Throughout the life of the course, each group will be working on a project whose parameters are as follows: Develop a marketing strategy, plan and conceptual prototype of a new (or improvement upon an existing) product or service with a particular focus on user experience. The context of the user experience can – for example – take the form of a web site, an online video, an interactive advertising campaign, social media campaign, combination of the aforementioned or something altogether different. The project can be as focused or as big picture as groups are able to successfully communicate and prototype. A *conceptual prototype* means that groups will present their idea as close to the final desired outcome as possible without it having to function technically. The project has two key components:
>
> 1. **Marketing Strategy and Plan**. A ten-page, double-spaced document in 12-point type that spells out the details of the product or service and user experience (approximately 8 pages of text and 2 pages of illustrations/diagrams/charts). The document will essentially be a marketing plan specifically designed to address the unique challenges brought about due to advances in technology, the internet and new media marketing. The document will be collected on the final class session – one copy from each group containing the names of all members.
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> 2. **Conceptual Prototype**. The Marketing Strategy and Plan brought to life through an in-class presentation no shorter than 7 minutes and no longer than 10 minutes. Students may combine verbal storytelling with PowerPoint slides, videos and/or any other audio/visual aid that assists in communicating the core ideas presented within the Marketing Strategy and Plan.

The Group Project will be delivered in three stages:

1. **Group Project** *Topics* (Session 2): Each group speaks for a few minutes on their chosen topic (new [or improvement upon an existing] product or service and associated user experience). Constructive criticism and feedback is provided.

2. **Group Project** *Midterm* (Session 8): Each group provides an oral progress report and hands in a rough outline of their final 10-page Marketing Strategy & Plan. Constructive criticism and feedback is provided.

3. **Group Project** *Final* (Session 12): Final 7-10 minute oral presentation (accompanied by audio/visual aids) and a 10-page Marketing Strategy & Plan (including results from any relevant market research, associated imagery/figures).

Grading

20%   Attendance
40%   Participation: Class Contribution & Individual Assignments
40%   Final Group Project

NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

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, http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm

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, http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm

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, http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm

Academic Integrity website (Arts): http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Academic Integrity Office (UW): http://uwaterloo.ca/academicintegrity/

Accommodation for Students with Disabilities:

Note for students with disabilities: The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, 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 OPD at the beginning of each academic term.