

University of Waterloo
Masters of Digital Experience Innovation
DEI 614
Principles of Marketing in a Globalized World: Leveraging Digital Technology
Fall 2014
Thurs. 4:00-6:50 pm, Stratford Campus

Instructor Information

Instructor: Kathleen Rodenburg

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Please e-mail rather than leaving a voice mail for faster communication

TA: TBD

Course Description

The course is designed to provide a broad understanding of marketing and marketing strategy. Special emphasis will be given to the diverse set of digital tools utilized in the marketing of goods, services and corporate images. In addition to teaching central concepts and models from marketing theory, students will be placed in a forum where they can apply these concepts in a 'real world' marketing situation. Specifically, students will work with local business/clients to assist in the development of their Social Media Marketing plan.

Course Goals and Learning Outcomes

This course covers the key elements of the marketing strategic planning process. The 4 broad buckets include: 1. Performing the situation analysis which 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 are identified and these needs are matched up with the core competencies of the organization; 2. Setting the Marketing Objectives; 3. Developing the Marketing Strategies which includes selecting target markets, positioning and the selections of the social media zones and vehicles. 4. The implementation and control of the marketing plan process which includes action plans for all marketing mix elements, responsibility, timeline, budgets, and measurement and control.

In order to develop the concepts in a real world context, students in this course will be placed into a consultancy role and will provide input and direction on a specified local organization's Social Media Marketing Plan ('SMMP').

The class will be divided into four to five (4-5) groups and each group will be assigned one pre-determined organization. The classroom will be structured as a virtual 'Company'. Specifically, DEI 614 students will become an organization of employees. The outline will serve as the employment contract between the instructor (employer) and the student (employee). Students will work in groups and in

conjunction with a pre-selected existing company; these students will become an extension of this organizations employee pool. Therefore, students will be asked to relate marketing concepts and best practices to their assigned client. The rules of engagement within the classroom for these students will be consistent with workplace expectations. That is, students will conduct business meetings with the client both on campus and at the client’s location, and are expected to conduct themselves in a professional manner at all times; including business attire when meeting with the client, showing up on time and, providing reports in a timely manner. The culminating project for this class will be the development of a Social Media Marketing Plan for each of their assigned organizations. Students will present their marketing plan to the client and instructor.

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

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

Required Text

Marketing 9th Canadian Edition, Crane, Kerin, Hartley, Rudelius
 Social Media Marketing, Tuten, Solomon

NOTE: You may choose between the print version and the e-book version for either text

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.

Assessment	Date of Evaluation (if known)	Weighting
Class Participation	Every class	20%
Client Group Project (in 4 components)		60%
1. Situation Analysis and Key Opportunities	Week of Oct. 6	
2. Buy-in in on Objectives, target audience	Week of Oct. 20	
3. Presentation	November 27	
4. Final Report	December 5	
Individual Assignment	1 of 4 dates (TBA)	20%

In-class Participation-20%

Business world effective communication consists of three (3) main components: actively listening, thinking critically, and effectively communicating ideas in groups and teams. These components will be developed in class and evaluated through students' participation in class. Participation is highly valued. Verbal contributions that add value will be noted by the instructor.

Group Consultancy Project -60%

Students will work in groups(4-5 groups in total). Your group will be assigned one pre-determined local organization and will assist this organization in the development of their Social Media Marketing Plan. The plan will include: 1) an external and internal environmental assessment including a SWOT analysis; 2) the setting of key marketing objectives; 3) developing marketing strategies (specifically, the selection of the social media zones and vehicles and develop a experience strategy); 4) developing an implementation plan. There are five due dates/ touch points with the client assigned to this project:

1. External assessment, Internal & S.W.O.T. analysis –Identification of key opportunities
2. Buy-in from client of Marketing Objectives
3. The Selection of the Social Media Zones and Vehicles
4. Final Written Social Media Marketing Plan Report
5. Presentation to Instructor and Clients

For the details of the group project, please see the group work document posted to LEARN.

Individual Assignment 20%

Each student will create a multi-platform ad campaign for their respective clients intended for UW Stratford Campus wall. The best ad campaigns will be used on 'the wall'. The details and due dates by client are will be provided in-class.

Course polices

Communication

I will be available Thursday from 2:00-4:00 pm and by appointment. You can also talk to me after class. I will check e-mails regularly. Please ensure that you include DEI 614 in the subject line. I do not want to miss any important emails particularly as we are dealing with real clients. I will make myself available for client meetings if required (however, for the most part, I will not be present as this is a student led project).

All e-mail communication sent from students to instructors (including TAs), and from students to staff, and from students to client, 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.

Announcements, grades, lecture slides, and other course materials will be posted on 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.

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 (please note that due dates will be consistent with our clients time schedules, as such there may be changes to due dates and deliverable outputs). 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

Marketing 9th Canadian Edition, Crane, Kerin, Hartley, Rudelius (Crane)

Social Media Marketing, Tuten, Solomon (Tuten)

Date	Topic	What is Due
Sept. 11	Week 1 Course Introduction and Overview ‘Virtual company’ format Key Objective: ‘The Social Media Marketing Plan’ Our Clients What is marketing? Distinguish between marketing mix elements and environmental forces Describe how market orientation focuses on creating customer relationships Understand the emergence of the social media era The Ethics and Social Responsibility of Marketing The Marketing Strategic Plan-What is it? The Social Media Marketing Plan-What is it?	Read Chapter 1 (Crane) Read Chapter 1- pages 14-15 (Tuten) Read Chapter 2 (Tuten) Group assignments by client Arrange an Introductory meeting with Client.
Sept. 18	Week 2 Breaking down the Social Media Marketing Plan I. Situation Analysis i)Internal Assessment 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 ii)External Assessment 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	i) Internal Assessment Read Chapter 2 (Crane) Give focus to the clients marketing plan by: Writing the mission statement (25 words or less) for the organization Determine the 3 non-financial and three financial goals of the organization What is this organizations competitive advantage (35 words or less). Complete the Internal Analysis by answering the questions found in the inside cover of Tuten. ii)External Assessment Read Chapter 3 (Crane) Do an external situational analysis

Date	Topic	What is Due
	<p>conditions and consumer income affect marketing</p> <p>Describe how technological changes are impacting marketers and customers.</p> <p>Discuss the forms of competition that exist in a market, key components of competition, and the impact of small businesses as competitors</p>	<p>Create a table similar to figure 3-2 (Crane) and identify three trends related to each of the 7 forces (political, economic, social, technological, environmental, legal and competitive). Complete the External Analysis by answering the questions found in the inside cover of Tuten</p>
Sept. 25	<p>Week 3</p> <p>Describe the stages in the consumer purchase decision process</p> <p>Identify the major psychological influences on consumer behaviour</p> <p>Identify the major socio-cultural influences on consumer behaviour</p> <p>How and why does digital culture play a role in consumer behaviour</p> <p>Why are consumers drawn to social media activities?</p> <p>Which bases of segmentation are relevant to target wired consumers in a social media context?</p> <p>Which are the most important segments of social media consumers? What do they tell us about targeting consumers of the social web?</p> <p>Describe and illustrate how to conduct a SWOT analysis</p>	<p>Read Chapter 5 (Crane)</p> <p>Read Chapter 3 & 4 (Tuten)</p> <p>Do a consumer analysis of the product –the good, service, idea or experience- provided by your client.</p> <ol style="list-style-type: none"> 1. Identify the consumers who are most likely to buy the product, primary target audience- in terms of a) their demographic characteristics you/they believe are important 2. Describe the main point of difference of your product/service for this group (in terms of benefits) and identify what problem your product/ service helps solve for the consumer , in terms of the first stage in the consumer purchase decision process (see figure 5-1(Crane)) 3. Identify one or two key influences for each of the four outside boxes in figure 5-3: A. Marketing mix, B. Psychological, C. Socio-cultural and 4. Situational influences. This consumer analysis will provide the foundation for the marketing mix actions you develop later in your plan. Prepare your internal/external and consumer analysis for distribution to the class. Read all analysis for all groups in preparation for the following weeks SWOT analysis (see Chapter 2, page 45, Crane)
Oct. 2	<p>Week 4</p> <p>Facilitation of SWOT analysis for all four client groups</p> <p>Stratford Festival (35 minutes)</p> <p>Break (10 minutes)</p> <p>Stratford Tourism Alliance (35 minutes)</p> <p>Break (10 minutes)</p> <p>The City of Stratford (35 minutes)</p> <p>Break (10 minutes)</p> <p>UW Stratford Campus</p>	<p>Complete SWOT analysis and identify key opportunities and indicated actions</p> <p>Book Client Appointment to present SWOT, Key opportunities and Indicated actions.</p>
Oct. 9	<p>Week 5</p> <p>Client Meetings (no official class scheduled)</p> <p>SWOT, Key opportunities and indicated actions</p>	<p>In addition to presenting SWOT and key opportunities and indicated actions. Set the clients Objectives (in tandem with client).</p>

Date	Topic	What is Due
	State Objectives	What does the client expect to accomplish through social media marketing, be specific as possible (i.e., promotional objectives, service objectives, research objectives)
Oct. 16	<p>Week 6</p> <p>Gather Insights into Target Audience</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>How to develop a market product grid to identify a target market and recommend resulting actions</p> <p>Explain how marketing managers position the products/services in the marketplace</p> <p>Approaches to developing a sales forecast or concrete objective for your client</p>	<p>Read Chapter 9 (Crane)</p> <p>Which Sements should we select to target with social media activities?</p> <p>What are the relevant demographics, psychographic, and behavioural characteristics of the segments useful in planning a social media marketing strategy? What are the media habits, especially the social media habits of the segments?</p>
Oct. 23	<p>Week 7</p> <p>The Five P's of Marketing with emphasis on the 5th P.</p> <p>1. Product- Explain the purposes of each step of the new-product process</p> <p>Explain the product life cycle</p> <p>Recognize the importance of Branding and alternative Brand strategies</p> <p>Describe the role of packaging, labeling, and warranties in the marketing of a product</p> <p>Managing services : the 7 Ps , pages 321-326</p>	<p>Read Chapter 10, 11 and 12 (Crane) (specifically focus on the learning objectives listed on the left.)</p> <p>For your current product/service offering:</p> <p>a. Identify its stage in the product life cycle and b) the key marketing mix actions that might be appropriate (see Figure 11.1) and</p> <p>b. Develop branding and packaging strategies, if appropriate.</p>
Oct. 30	<p>Week 8</p> <p>2. Price</p> <p>Understand the nature and importance of pricing products and services</p> <p>Recognize the constraints on the firm's pricing and the objective the firm has in setting pricing (maximizing Profits)</p> <p>Explain what a demand curve is and what price elasticity of demand means</p> <p>3. Place</p> <p>Distinguish among traditional marketing channels, electronic marketing channels, multichannel distribution and different types of vertical marketing systems</p> <p>How does the company's supply chain align with its marketing strategy (Not entire LO5, only pages 391 and 392)</p>	<p>Read Chapter 13 & 14 (Crane)</p> <p>Identify the pricing strategy of your client.</p> <p>Identify the points of distribution for your clients products and services</p>
Nov. 6	<p>Week 9</p> <p>4. Describe the promotional mix</p> <p>Identify the promotional approach appropriate to a product's life cycle</p> <p>Discuss characteristics of push and pull strategies</p>	<p>Read Chapter 16 & 17 (Crane)</p> <p>Describe and identify the promotional mix elements currently employed by your client</p>

Date	Topic	What is Due
	<p>Explain the value of direct marketing for consumers and sellers (social media marketing) Describe the steps use to develop execute and evaluate an advertising program</p> <p>ADDED</p> <p>Figure 17-3 from LO 3</p> <p>Discuss strengths and weaknesses of consumer oriented and trade-oriented sales promotion</p> <p>Identify Public relations as an important form of communication</p>	
Nov. 13	<p>Week 10</p> <p>5. Participation Strategies</p> <p>The four Zones of Social Media</p> <p>i. Social Community</p> <p>How do users develop an identity in social networking communities? What are the components of identity?</p> <p>How do social networking communities enable user participation and sharing?</p> <p>In what ways can brands utilize social networking communities for branding promotion?</p> <p>ii. Social Publishing</p> <p>What are the channels of social publishing?</p> <p>Who creates the content published in social channels?</p> <p>What kind of content can be published? What content characteristics enhance preceiperceivednt quality and value? How can social content be promoted? What role do social news and social book marking play in content promotion?</p>	<p>Read Chapter 5 &6 (Tuten)</p> <p>Need to answer the following questions:</p> <p>i. Social Relationship zone strategy: See front cover of Tuten text</p> <p>ii. Social Publishing zone strategies</p> <p>See front cover of Tuten text</p>
Nov. 20	<p>Week 11</p> <p>iii) Social Entertainment</p> <p>iv) Social Commerce</p> <p>What is the relationship between social commerce and e-commerce? How do ratings and reviews provide value for consumers and e-retailers? How do social shopping applications and tools affect consumers as they move through the consumer decision-making process? What are the psychological factors that influence social shopping</p>	<p>Read Chapter 7 & 8 (Tuten)</p> <p>Need to answer the following questions:</p> <p>i. Social Entertainment zone strategy: See front cover of Tuten text</p> <p>ii. Social Commerce zone strategies</p> <p>See front cover of Tuten text</p> <p>Create an experience strategy encompassing selected zones</p>
Nov. 27	<p>Week 12</p> <p>Social Media Marketing Plan</p>	<p>See Sample Social Media Marketing Plan: Raceway, page 225 (Tuten)</p>

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

Marketing project must be submitted electronically to the Course web-site dropbox which checks for plagiarism via a link to Turnitin. 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.

Note: students must be given a reasonable option if they do not want to have their assignment screened by Turnitin. See: <http://uwaterloo.ca/academicintegrity/Turnitin/index.html> for more information.

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.

Attendance Policy

Attendance in a masters level course is mandatory. Similar to a work-place environment, students should notify group members and instructor of illness prior to missing a class (call in sick policy).

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.

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](#).

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](#).

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 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 AS office at the beginning of each academic term.