

**University of Waterloo**  
**Masters of Digital Experience Innovation**  
**DEI 614**  
**Principles of Marketing in a Globalized World: Leveraging Digital Technology**  
**Fall 2015**  
**Tues. 4:00-6:50 pm, Room MacLab 2129, Stratford Campus**

**Instructor Information**

Instructor: Kathleen Rodenburg

Office: 3012

Office Phone: 519 888 4567 ext 36006

Office Hours: Tuesday 2:00-3:30pm

Email: [krodenbu@uwaterloo.ca](mailto:krodenbu@uwaterloo.ca)

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

**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 five 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

Social Media Marketing, Tuten, Solomon-2nd Edition

NOTE: You may choose between the print version or the e-book version

## 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	10%
In-class Presentation	Topic dependent	10%
In-class Case study	Preparation and class participation	5%
Client Group Project (in 4 components)		55%
1. Situation Analysis and Key Opportunities	Week of Oct. 12	
2. Buy-in in on Objectives, target audience	Week of Oct. 19	
3. Client Presentations	December 1	
4. Final Report	December 8	

<b>Assessment</b>	<b>Date of Evaluation (if known)</b>	<b>Weighting</b>
Individual Assignment	(TBA)	20%

### **In-class Participation-25%**

Business world effective communication consists of three (3) main components: active listening, the ability to think critically, and the ability to effectively communicate 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. There are four(4) areas within this class that will contribute to your participation grade: 1. In-class weekly contributions, 2. Class facilitated SWOT analysis (week 4), 3. In-class case study (week 9) and, 4. Social Media Zone in-class presentations-both as presenter and as audience member (Date of presentation depending on topic chosen, please see Participation Component-Social Media Zones in LEARN >Course Materials>content>Participation).

### **Group Consultancy Project -55%**

Students will work in groups( 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. In addition, all students will meet with their assigned clients for an orientation meeting to sign a non-disclosure agreement, gather internal organizational data & knowledge and to complete the project charter.

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 Micro Tile wall (<https://uwaterloo.ca/stratford-campus/research/microtile-wall>). The best digital canvas design and message will be displayed on 'the Micro Tile Wall'. The details and due dates by client will be provided in-class.

## Course polices

### Communication

I will be available Tuesday 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 and client 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

Social Media Marketing, Tuten, Solomon (Tuten)

Date	Topic	What is Due
Sept. 14	Week 1 Course Introduction and Overview 'Virtual company' format Key Objective: 'The Social Media Marketing Plan' Our Clients What is marketing? 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- pages 14-15 (Tuten) Read Chapter 2 (Tuten) Group assignments by client Confirm an Introductory/orientation meeting with Client. All group members to attend (these meetings have been pre-scheduled to occur on September 22 @ 4pm-during regular class time). Team Contract signed and submitted by September 20 (see forms in Learn).

Date	Topic	What is Due
	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	Prepare a list of questions in order to initiate the internal situation analysis and provide the list of questions in advance to client so that they can be prepared to provide information during the meeting. Customize the ND agreement to be signed in the initial meeting. Start drafting the project charter.
Sept. 22	Week 2 Mandatory Orientation Meetings: All group member must Attend!!!	i) Sign Non-disclosure agreements, ALL members ii) Work with client on finalizing Project Charter iii) Conduct Internal Assessment What is the vision/mission What are the KFS What are their core competencies What are the available resources Complete the Internal Analysis by answering the questions found in the inside cover of Tuten. iv) ND agreement due to the dropbox by Sept. 27 v) Project Charter due to drop box on Sept. 27 vi) book a follow-up meeting with Client the week of October 11 and before October 19.
Sept. 29	Week 3 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 conditions and consumer income affect marketing Describe how technological changes are impacting marketers and customers. Discuss the forms of competition that exist in a market, key components of competition, and the impact of small businesses as competitors Describe and illustrate how to conduct a SWOT analysis Group Break-out session	Complete the External Assessment. Identify trends related to each of the 5 forces (economic, social, technological, regulatory and competitive). Complete the External Analysis by answering the questions found in the inside cover of Tuten Prepare your internal/external analysis for distribution to the class. Upload internal and external analysis to discussion board in Learn by October 4, noon. Read all analysis for all groups in preparation for the following weeks SWOT analysis (see Chapter 2, page 45, Crane..posted on Learn)
Oct. 6	Week 4 Class led-SWOT Analysis Each group conducts group think session-35 minutes	Each group facilitates a 'think tank' session for the entire class
October	Week 5	In addition to presenting SWOT and key

Date	Topic	What is Due
13	Client Meetings (no official class scheduled) SWOT, Key opportunities and indicated actions State Objectives	opportunities and indicated actions. Set the clients Objectives (in tandem with client). What does the client expect to accomplish through social media marketing, be specific as possible (i.e., promotional objectives, service objectives, research objectives)
October 20	Week 6 Guest Speaker –Chris Gruber IBM Analytics	To be Confirmed
Oct. 27	Week 7 Ethnology Describe the stages in the consumer purchase decision process Identify the major psychological influences on consumer behaviour Identify the major socio-cultural influences on consumer behaviour How and why does digital culture play a role in consumer behaviour Why are consumers drawn to social media activities? Which are the most important segments of social media consumers? What do they tell us about targeting consumers of the social web? Which bases of segmentation are relevant to target wired consumers in a social media context? Gather Insights into Target Audience-how they use social media, best way for us to get to this audience through social media tools Complete your positioning axioms- What is your competitive points of differentiation- this will drive your SM creative (messages)	Read Chapter 3 & 4 (Tuten) Read posted article in Learn entitled: “Using Ethnology in Strategic Consumer Research”, by Richard Elliott Nick Jankel-Elliott Group working session lead by instructor 1. Identify the consumers who are most likely to buy the product or use the service, primary target audience- 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. Which Sements should we select to target with social media activities? 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?

Date	Topic	What is Due
November 3	<p>Week 8</p> <p>The Five P's of Marketing with emphasis on the 5th P.</p> <ol style="list-style-type: none"> <li>1. Product/Service: Product/service life cycle and its impact on the marketing mix elements</li> <li>2. Price: Explain what a demand curve is and what price elasticity of demand means</li> <li>3. Place: Distinguish among traditional marketing channels, electronic marketing channels, multichannel distribution and different types of vertical marketing systems</li> <li>4. Describe the promotional mix: Discuss characteristics of push and pull strategies Explain the value of direct marketing for consumers and sellers (social media marketing) Evaluate the client's current advertising program Identify Public relations as an important form of communication Participation Strategies: The four Zones of Social Media</li> </ol>	<ol style="list-style-type: none"> <li>a. Discuss in class your customers/clients current marketing strategies (product, price, place &amp; promotion)</li> <li>b. Identify the pricing strategy of your client(if applicable)</li> <li>c. Identify the points of distribution for your clients products and services</li> <li>d. Describe and identify the promotional mix elements currently employed by your client</li> </ol> <p>First set of social media topic presentations 5:30pm – 6:50 pm</p>
Nov. 10	<p>Week 9</p> <p>In-Class Case Study- Net Flix</p> <p>5. Participation Strategies</p> <ol style="list-style-type: none"> <li>i. Social Community How do users develop an identity in social networking communities? What are the components of identity? How do social networking communities enable user participation and sharing? In what ways can brands utilize social networking communities for branding promotion?</li> <li>ii. Social Publishing What are the channels of social publishing? Who creates the content published in social channels? What kind of content can be published? What content characteristics enhance perceived quality and value? How can social content be promoted? What role do social news and social bookmarking play in content promotion?</li> </ol>	<p>Read Chapter 5 &amp;6 (Tuten) Read Net-Flix case posted in Learn</p> <p>Social Media Topic Presentations from 4:00-5:20 pm</p> <p>In-class Case Study: Net Flix 5:30-6:50 pm "come prepared!"</p> <p>Group Project Requirements: Need to answer the following questions: i. Social Relationship zone strategy: See front cover of Tuten text ii. Social Publishing zone strategies See front cover of Tuten text</p>
Nov. 17	<p>Week 10</p> <p>Social Media Zone Presentations Continued</p>	<p>Presentations from 4:00-5:30pm Read Chapter 7 (Tuten) Group Break-out from 5:30-6:50 pm Need to answer the following questions: i. Social Entertainment zone strategy: See front cover of Tuten text ii. Social Commerce zone strategies</p>

Date	Topic	What is Due
Nov. 24	Week 11 Social Media zone Presentations continued iii) Social Entertainment iv) Social Commerce 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?	Presentations from 4:00-6:50pm Read Chapter 8 (Tuten)  See front cover of Tuten text Create an experience strategy encompassing selected zones
Dec. 1	Week 12 Social Media Marketing Plan Presentation to Client and Panel	See Sample Social Media Marketing Plan: Raceway, page 225 (Tuten)

### **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 may choose not to submit their written work to Turnitin. However, students must identify during the first week of class that they wish their work not to be submitted. The alternative to Turnitin is for the students to complete a review of the literature used throughout the report. 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!!! Missing class will result in participation grade losses(20%) as well as grade deductions from group project (as many seminars involve a group work component). Note that a student must secure a 'C-' (above 60%, to pass a masters level course). 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.