

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

Fall Term 2017

Mondays from 4-6:50PM, September 7 – Dec. 4, 2017, Room 3129

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Office Hours: Mondays, 3-4PM (by appointment)

Course Description

The objectives of this course are to provide you with a firm understanding of marketing 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 application of marketing concepts and strategies in a simulated business environment that matches real world competitive environments and provides “marketplace” feedback on your decisions. Working in a team, you will evaluate success/failure of your chosen strategies and will learn to adapt to the changing consumers and competitive landscape. Each student will need to purchase a license for the Sabre software – details will be provided in class.

Required Text

Marketing, 10th Canadian Edition by Frederick Crane, et al. **Please ensure you get Connect with the textbook as the individual assignments may use the Connect online platform.**

Course Schedule

Session	Topics Covered	Readings	Assignments & Deliverables
Session 1 Monday September 11, 2017	> An Introduction to Marketing	MKTG Chapter 1	N/A
Session 2 Monday September 18, 2017	> The Marketing Environment, Social Responsibility, and Ethics > Strategic Planning for Competitive Advantage	MKTG Chapters 2-3	Group Project Topics
Session 3 Monday September 25, 2017	> Developing a Global Vision > Marketing Research	MKTG 3 Chapters 4-5 Sabre introduction	N/A
Session 4 Monday October 2, 2017	> Consumer Decision Making > Segmenting, Targeting, and Positioning	MKTG Chapters 6, 8	Assignment 1 (TBA) SABRE DECISION 1
Monday October 9, 2017 NO CLASS	Thanksgiving Holiday	N/A	N/A
Session 5 Monday October 16, 2017	> Business Marketing > Services and Nonprofit Organization Marketing	MKTG Chapters 7, 11	Assignment 2 (TBA) SABRE DECISION 2
Session 6 Monday October 23, 2017	> Product Concepts > Developing and Managing Products > Setting the Right Price	MKTG Chapter 9-10, 12	N/A SABRE DECISION 3 SABRE PRESENTATIONS

Session 7 Monday October 30, 2017	> Marketing Channels and Supply Chain Management > Retailing	MKTG Chapters 13-14	Group Project <i>Midterm</i> SABRE DECISION 4
Session 8 Monday November 6, 2017	> Marketing Communication > Advertising, Public Relations and Direct Response	MKTG Chapters 15-16	N/A SABRE DECISION 5
Session 9 Monday November 13, 2017	> Sales Promotion and Personal Selling > Social Media and Marketing	MKTG Chapters 17-18	N/A SABRE DECISION 6
Session 10 Monday November 20, 2017	> Customer Relationship Management (CRM)	MKTG Chapter 19	Assignment 3 (TBA) SABRE DECISION 7
Session 11 Monday November 27, 2017	Open TBD	Open TBD	N/A SABRE DECISION 8
Session 12 Monday December 4, 2017	N/A	N/A	Group Project <i>Final</i> SABRE PRESENTATIONS

Assignments & Deliverables

A maximum of four assignments will be presented (online via **UW-LEARN**) throughout the course, each of which should be submitted online (before class begins) on the date of the class session for which the example, the first assignment should be submitted online via **UW-LEARN** before the beginning of class on Monday, October 2, 2017. Assignment particulars and requirements will be presented to students online via **UW-LEARN** 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.
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).

In addition to the Group Project, you will be participating in the Sabre simulation as a group. More details on Sabre will be presented in class on September 25, 2017.

Grading

- 20%** Attendance
- 20%** Participation: Class Contribution & Individual Assignments
- 30%** Final Group Project
- 30%** Sabre

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.