

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

**Fall Term 2019**

**Mondays from 4-6:50PM, September 9 – Dec. 2, 2019, 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 digital 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 online 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 Mimic Pro software – details will be provided in class.

### **Required Text**

Digital Marketing Essentials by Jeff Larson and Stuart Draper.

## Course Schedule

Session	Topics Covered	Readings	Assignments & Deliverables
<b>Session 1</b> <b>Monday</b> <b>September 9, 2019</b>	> An Introduction to Marketing	MKTG Chapter 1	N/A
<b>Session 2</b> <b>Monday</b> <b>September 16, 2019</b>	> The Marketing Environment, Social Responsibility, and Ethics > Strategic Planning for Competitive Advantage	MKTG Chapters 2-3	<b>Group Project Topics</b>
<b>Session 3</b> <b>Monday</b> <b>September 23, 2019</b>	> Developing a Global Vision > Marketing Research	MKTG 3 Chapters 4-5 Sabre introduction	N/A
<b>Session 4</b> <b>Monday</b> <b>September 30, 2019</b>	> Consumer Decision Making > Segmenting, Targeting, and Positioning	MKTG Chapters 6	Quiz 1
<b>Monday</b> <b>October 7, 2019</b>	> Business Marketing > Services and Nonprofit	MKTG Chapters 7	
<b>Session 5</b> <b>Monday</b> <b>October 14, 2019</b> <b>NO CLASS</b>	Thanksgiving Holiday	N/A	N/A
<b>Session 6</b> <b>Monday</b> <b>October 21, 2019</b>	> Product Concepts > Developing and Managing Products > Setting the Right Price	MKTG Chapter 8	Quiz 2

<b>Session 7</b> <b>Monday</b> <b>October 28, 2019</b>	> Marketing Channels and Supply Chain Management > Retailing	MKTG Chapter 9	<b>Group Project <i>Midterm</i></b>
<b>Session 8</b> <b>Monday</b> <b>November 4, 2019</b>	> Marketing Communication > Advertising, Public Relations and Direct Response	MKTG Chapter 10-11	N/A
<b>Session 9</b> <b>Monday</b> <b>November 11, 2019</b>	Mimic Pro Simulation		N/A
<b>Session 10</b> <b>Monday</b> <b>November 18, 2019</b>	Mimic Pro Simulation		Quiz 3 (TBA)
<b>Session 11</b> <b>Monday</b> <b>November 25, 2019</b>	Invest Stratford Presentations	Open TBD	Invest Stratford Presentations
<b>Session 12</b> <b>Monday</b> <b>December 2, 2019</b>	N/A	N/A	<b>Group Project <i>Final</i></b>

## Assignments & Deliverables

A maximum of three quizzes will be conducted in class. Assignment particulars and requirements will be presented to students in class at least one session prior to when each quiz is due. Quizzes 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 6-7 groups in total, each group comprised of between 3-4 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 7): 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 MIMIC Pro simulation as a group. More details on Mimic Pro will be presented in class on October 4, 2019.

### **Grading**

<b>10%</b>	Attendance
<b>10%</b>	Invest Stratford Presentations
<b>20%</b>	Participation: Class Contribution & Quizzes
<b>30%</b>	Final Group Project
<b>30%</b>	Mimic Pro

## NOTE ON AVOIDANCE OF ACADEMIC OFFENSES

### **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. See the [UWaterloo Academic Integrity](#) webpage and the [Arts Academic Integrity](#) webpage for more information.

**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](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

**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.

**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](#).

### **Accommodation for Students with Disabilities**

**Note for students with disabilities:** [The AccessAbility Services office](#), located on the first floor of the Needles Hall extension (1401), 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.

**Turnitin.com and alternatives:** 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.

### **Mental Health Support**

All of us need a support system. The faculty and staff in Arts encourage students to seek out mental health supports if they are needed.

### **On Campus**

- Counselling Services: [counselling.services@uwaterloo.ca](mailto:counselling.services@uwaterloo.ca) / 519-888-4567 ext 32655
- [MATES](#): one-to-one peer support program offered by Federation of Students (FEDS) and Counselling Services
- Health Services Emergency service: located across the creek from Student Life Centre

### **Off campus, 24/7**

- [Good2Talk](#): Free confidential help line for post-secondary students. Phone: 1-866-925-5454
- Grand River Hospital: Emergency care for mental health crisis. Phone: 519-749-433 ext. 6880
- [Here 24/7](#): Mental Health and Crisis Service Team. Phone: 1-844-437-3247
- [OK2BME](#): set of support services for lesbian, gay, bisexual, transgender or questioning teens in Waterloo. Phone: 519-884-0000 extension 213

Full details can be found online at the Faculty of ARTS [website](#)

Download [UWaterloo and regional mental health resources \(PDF\)](#)

Download the [WatSafe](#) app to your phone to quickly access mental health support information

### **Territorial Acknowledgement**

We acknowledge that we are living and working on the traditional territory of the Attawandaron (also known as Neutral), Anishinaabeg and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes six miles on each side of the Grand River.