

# Syllabus: Marketing in the Digital World - GBDA 304

## Winter 2021

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### Contact Information

**Instructor:** Andrea Kim, PhD

**Email:** andrea.kim@uwaterloo.ca

**Office hours:** Virtual office hours for this class are scheduled every Thursday from 15h30 to 17h30. These office hours are made on an appointment basis only. Please email me to book a time slot.

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### Announcements

I will use the **Announcements** widget on the Course Home page during the term to communicate new or changing information regarding due dates, instructor absence, etc., as needed. You are expected to read the announcements on a regular basis.

To ensure you are viewing the complete list of announcements, you may need to click **Show All Announcements**.

### Contact Us

Who and Why	Contact Details
<b>Instructor and TA</b> <ul style="list-style-type: none"><li>• Course-related questions (e.g.,</li></ul>	<b>Post your course-related questions to the Ask the Instructor</b> discussion topic*. This allows other students to benefit from your question as well.

Who and Why	Contact Details
<p>course content, deadlines, assignments, etc.)</p> <ul style="list-style-type: none"> <li>• Questions of a personal nature</li> </ul>	<p><b>Questions of a personal nature</b> can be directed to me.</p> <p><b>Instructor:</b> Andrea Kim andrea.kim@uwaterloo.ca</p> <p><b>TA:</b> TBA</p> <p><b>I will check email and the Ask the Instructor discussion topic* frequently and will make every effort to reply to your questions within 24 hours, Monday to Friday. When emailing me, please indicate the course code in the subject line as I teach more than one course.</b></p>
<p><b>Technical Support</b></p> <ul style="list-style-type: none"> <li>• Technical problems with Waterloo LEARN</li> </ul>	<p><a href="mailto:learnhelp@uwaterloo.ca">learnhelp@uwaterloo.ca</a></p> <p>Include your full name, WatIAM user ID, student number, and course name and number.</p> <p>Technical support is available during regular business hours, Monday to Friday, 8:30 AM to 4:30 PM (Eastern Time).</p> <p><a href="#">LEARN Help Student Documentation</a></p>
<p><b>Student Resources</b></p>	<p><a href="#">Student Resources</a></p> <ul style="list-style-type: none"> <li>• Academic advice</li> <li>• Student success</li> <li>• WatCards</li> <li>• Library services and more</li> </ul>

\*Discussion topics can be accessed by clicking **Connect** and then **Discussions** on the course navigation bar above.

## Course Description and Learning Outcomes

### Course Description

This course focuses on best practices in marketing and communication within a variety of sectors, while examining how emerging technologies present new opportunities to engage audiences.

### Learning Outcomes

By the end of this course, students should be able to:

1. Understand the basic principles of marketing, the strategic management process, and its relation to the digital world.
2. Understand the fit of a firm's digital marketing strategy with marketing strategy
3. Learn to develop and communicate a marketing plan and a digital marketing strategy
4. Evaluate how companies use digital marketing channels to meet strategic goals
5. Apply marketing concepts and principals to address challenges facing 'real world' companies in a digital context

### Grade Breakdown

The following table represents the grade breakdown of this course.

<b>Activities and Assignments</b>	<b>Weight (%)</b>
<i>Discussion Board Posts (10 @ 1% each)</i>	10%
<i>Mini-Quizzes (4 @ 5% each)</i>	20%

Activities and Assignments	Weight (%)
<i>Digital Marketing Case Reports (2 @ 15% each)</i>	30%
<i>Digital Marketing Plan (Group Project)</i>	40%

## Discussion Board Posts (10%)

Every week, you will share a reflection about the readings on the discussion board. I will grade 1 discussion board post per week. Each discussion board post will be worth 1%. Guidelines on what to post and grading rubrics will be posted on LEARN.

## Mini-Quizzes (20%)

At the end of every chapter reading, you will have an opportunity to test your knowledge of foundational marketing concepts in the required **textbook** reading. Each mini-quiz will have 20 multiple choice questions. **I will select four of your highest grades.** There will be five mini-quizzes throughout the term. You will be accessing quizzes through [McGraw Hill's Connect](#). More information on how to access chapter learning materials and quizzes will be posted on LEARN.

## Digital Marketing Case Reports (30%)

You will read two business cases based on real-life businesses grappling with challenges in a digital marketing context. Your role will be to provide an overview of the case and offer recommendations on how the decision-maker will address critical issues. Each case will touch on a central theme in digital marketing covered in the second half of the course. More information on how to access cases, guidelines for writing your report, and grading rubrics will be posted on LEARN.

## Digital Marketing Plan (40%)

In this team project, you will start building components of a digital marketing plan for a hypothetical new company. To contextualize your digital marketing plan, you will provide an overview of your business and products/services, a SWOT (/PEST) analysis, business goals and objectives, and a target market. You will then elaborate on your digital marketing plan. You will submit draft notes of your plan for my review and grading throughout the course. Your final deliverable will be a narrated presentation of your digital marketing plan (NB: voice only, video is optional) (deadline TBA). Groups of three will be randomly assigned by week 3. Guidelines and grading rubric will be posted on LEARN.

## Late Submissions

You are responsible for completing all course requirements on the dates specified on the syllabus. Specific accommodations can be negotiated for students registered with AccessAbility Services, but it is the student's responsibility to make these arrangements with me well ahead of time. It is your responsibility to email me immediately if you are unable to fulfill academic requirements for all other cases. Adjustments to submission dates are not automatic and will be handled on a case by case basis.

## Materials and Resources

### Textbook(s)

#### Required

- **Digital Textbook + Connect** - Crane, F., Kerin, R. A., Hartley, S. W., & Rudelius, W. (2017). Marketing (10<sup>th</sup> Canadian edition). McGraw Hill. **Note:** Digital version will provide you with access to Connect, which is necessary to access quizzes and chapter learning materials [[view bookstore listing](#)]
- **Cases** - Purchase Required (View Reading List on LEARN for citation and accessing cases)
- **Articles** - Accessible through the library database (View Reading List on

LEARN for citation)

## Weekly Schedule

Week	Week Range	Topic	Readings	Assignments and Assessments
1	Jan 11 to Jan 17	Course Introduction	No assigned reading for this session	(1) Introduce yourself on the Discussion Board
2	Jan 18 to Jan 24	Marketing, Organizations, and the Strategic Marketing Process	Chapter 1 & Chapter 2	(1) Complete Quiz #1 by end of day Jan 24, 2021 (2) Make Discussion Board Post #1 by end of day Jan 24, 2021
3	Jan 25 to Jan 31	Environmental Scanning	Chapter 3	(1) Complete Quiz #2 by end of day Jan 31, 2021 (2) Make Discussion Board Post #2 by end of day Jan 31, 2021

<b>Week</b>	<b>Week Range</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments and Assessments</b>
				(3) Teams for Digital Marketing Plan project announced
<b>4</b>	<b>Feb 1 to Feb 7</b>	Market Research / Market Segmentation	Chapter 8 & 9	(1) Complete Quiz #3 by end of day Feb 7, 2021  (2) Make Discussion Board Post #3 by end of day Feb 7, 2021
<b>5</b>	<b>Feb 8 to Feb 12</b>	Developing New Products / Services	Chapter 10	(1) Complete Quiz #4 by end of day Feb 12, 2021  (2) Make Discussion Board Post #4 by end of day Feb 12, 2021  (3) Submit check point #1 for

Week	Week Range	Topic	Readings	Assignments and Assessments
				Digital Marketing Plan - Draft notes of business overview & SWOT (/PEST) analysis
<b>Feb 13 to Feb 21 - READING WEEK</b>				
6	Feb 22 to Feb 28	Marketing Communications/Promotions	Chapter 16	(1) Make Discussion Board Post #5 by end of day Feb 28, 2021
7	Mar 1 to Mar 7	Overview of Social Media	Chapter 20	(1) Make Discussion Board Post #6 by end of day Mar 7, 2021 (2) Complete Quiz #5 by end of day Mar 7, 2021 (Note: Chapter 16 & 20)



<b>Week</b>	<b>Week Range</b>	<b>Topic</b>	<b>Readings</b>	<b>Assignments and Assessments</b>
<b>8</b>	<b>Mar 8 to Mar 14</b>	Digital Marketing - Social Media	Articles on Reading List Posted on LEARN Case #1 on Reading List Posted on LEARN	(1) Make Discussion Board Post #7 by end of day Mar 14, 2021 (2) Submit Case #1 Report by end of day Mar 12, 2021
<b>9</b>	<b>Mar 15 to Mar 21</b>	Digital Marketing - Other Channels	Articles on Reading List Posted on LEARN	(1) Make Discussion Board Post #8 by end of day Mar 21, 2021 (2) Submit check point #2 for Digital Marketing Plan - Draft notes of goals & objectives & target market
<b>10</b>	<b>Mar 22 to Mar 28</b>	Digital Marketing - Trends	Articles on Reading List Posted	(1) Make Discussion Board Post #9

Week	Week Range	Topic	Readings	Assignments and Assessments
			<p>on LEARN</p> <p>Case #2 on Reading List Posted on LEARN</p>	<p>by end of day Mar 28, 2021</p> <p>(2) Submit Case #2 Report by end of day Mar 26, 2021</p>
11	Mar 29 to Apr 4	Digital Marketing - Measurement	<p>Articles on Reading List Posted on LEARN</p>	<p>(1) Make Discussion Board Post #10 by end of day Apr 4, 2021</p> <p>(2) Submit check point #3 Digital Marketing Plan - Draft notes of digital plan</p>
12	Apr 5 to Apr 9	Review of Course	<p>No assigned reading for this session</p>	<p>(1) Prepare full Digital Marketing Plan package for submission. Due date will be announced</p>

Week	Week Range	Topic	Readings	Assignments and Assessments
<b>Final Assessment Period</b>				

## University Policies

*Purpose: for students to understand the University Policies that pertain to them being a student in the course.*

**Academic integrity:** In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect and responsibility. [Check the [Office of Academic Integrity](#) for more information.]

**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.

**Discipline:** A student is expected to know what constitutes academic integrity to avoid committing an academic offence, and to take responsibility for his/her actions. [Check the [Office of Academic Integrity](#) for more information.] 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 instructor, academic advisor, or the undergraduate associate dean. For information on categories of offences and types of penalties, students should refer to [Policy 71, Student Discipline](#). For typical penalties, check [Guidelines for the Assessment of Penalties](#).

**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](#).

**Note for students with disabilities:** [AccessAbility Services](#), located in Needles Hall, Room 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 AccessAbility Services at the beginning of each academic term.

**Turnitin.com:** 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 alternate assignment.

## Coronavirus Information

### [Coronavirus Information for Students](#)

This resource provides updated information on COVID-19 and guidance for accommodations due to COVID-19.

## Mental Health Support

*Purpose: this optional section provides students with the services and contact information for mental health supports*

All of us need a support system. We encourage you to seek out mental health

supports and resources when they are needed. You can reach out to [Campus Wellness](#) and learn about the variety of services available to promote your mental health and wellbeing.

## Territorial Acknowledgement

“We acknowledge that we live and work on the traditional territory of the 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.”