

DEI 614: Principles of Marketing in a Globalized World: Leveraging Digital Technology
University of Waterloo
Masters in Digital Experience Innovation
Fall Term 2012

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Course Description

The objectives of this course are to provide you with a solid understanding of market strategy and the techniques used to develop a competitive marketing advantage in a globalized context. You will learn through real-world marketing problems and will apply principles of the course using a problem-oriented approach.

Special emphasis will be given to a broad set of digital tools that have revolutionized and revitalized communication approaches to the marketplace, including blogs, online news releases, social media, streaming video, and viral marketing strategies, among others.

The primary objectives of this course are:

1. Understand basic principles of marketing and the marketing process.
2. Apply elements of the marketing mix (product strategy, pricing, communications, and channels of distribution) to both domestic and global situations.
3. Leverage technology-driven, digital media for achieving marketing goals.
4. Develop analytical skills in a marketing context to define problems, identify opportunities, and interpret their implications for decision-making.

A secondary set of learning outcomes of the course is for students to develop an understanding of the challenges of global marketing, socially responsible marketing strategies, and the need for a global vision in setting business goals.

Required Text

Marketing, Second Canadian Edition, Grewal/Levy/Persaud/Lichti, McGraw Hill Ryerson 2012.

Additional Readings

Links to and/or digital copies of additional required readings and/or documents will be provided online via **Learn**.

Course Evaluation/Grading Scheme

- 20%** Class Contribution
- 40%** Individual Assignments (4 assignments weighted at 10% each)
- 40%** Final Group Project

Course Schedule

WEEK	DATE	TOPICS TO BE COVERED	CHAPTER READINGS	ADDITIONAL ASSIGNMENTS
1	Sept. 13	Overview of Marketing Developing Marketing Strategies	1 2	Form groups
2	Sept. 20	The Marketing Environment Ethics & Social Responsibility	3 via Connect	Demographic Study (<i>on Learn</i>) Case: e-books P. 113 Group Project Topics (2 minutes per group)
3	Sept. 27	Marketing Research Consumer Behaviour	4 5	Marketing Application Question 5 P. 144
4	Oct. 4	Segmentation, Targeting, Positioning	7	Assignment 1 (TBA) Crossing the Chasm (<i>on Learn</i>)
5	Oct. 11	Product Branding & Packaging Decisions Developing New Products	9 8	Assignment 2 (TBA) Net Savvy Question 1 P. 282
6	Oct. 18	Pricing Concepts and Strategies Financial Analysis	11	Group Project Interim Update Financial Analysis for Marketing (<i>on Learn</i>)
7	Oct. 25	Marketing Channels: Distribution Strategy Retailing Direct Marketing	12 13 14 P. 460-464	Assignment 3 (TBA) Barrow Booster case (<i>on Learn</i>)
8	Nov. 1	Integrated Marketing Communication Advertising & Sales Promotion (pp. 491-504)	14 15	In-Class Exercise
9	Nov. 8	Toronto Field Trip 7:30 am to 5:30 pm visits to Unilever, JWT, Outrider Canada, Sharpe Blackmore EURO RSCG		Trip details to be provided Bus will be arranged
10	Nov. 15	Advertising & Sales Promotion (pp. 504-513) Services Marketing	15 10	Assignment 4 (TBA) Sales Promotion Case (<i>on Learn</i>)
11	Nov. 22	Global Markets Integrated Case	16	Marketing Application Questions 2, 3 P. 563 DNA Case (<i>on Learn</i>)
12	Nov. 29	Group Presentations: Conceptual Prototypes		Group Project Final report due

Readings, Assignments & Deliverables: Students will be responsible for all of the work assigned, as noted under Topics to be Covered, Chapter Readings, and Additional Assignments on the Course Schedule on the previous page.

Class Contribution: Effective marketing management requires excellent communication skills. This course will provide you with the opportunity to practice and improve your own skills in this area. The class contribution mark recognizes the importance of developing excellent communication skills. Your level of preparation for class will directly impact on your class contribution mark, since quality of contribution, rather than quantity, will be recognized and rewarded. Students should come to class well prepared. This preparation includes reading assigned chapters before class, answering assigned questions, exercises and cases, and being willing to participate in class discussions. Quality contribution includes presenting a point of view, providing examples from outside reading or experience, drawing conclusions, or asking insightful questions. Simply coming to class will not achieve class contribution marks, as this is NOT an attendance mark.

Individual Assignments: A total of four assignments will be completed throughout the course. Each must be submitted online (before class begins) on the date of the class session for which the assignment is listed under the “Additional Assignments” column of the Course Schedule. Assignment particulars and requirements will be presented to students online via **Learn** at least one class prior to the due date for each assignment. Assignments are to be completed on an individual basis.

Group Project: Throughout the term, students will have many opportunities to work in groups. In addition to in-class group exercises and discussions, student groups will develop a group project during the course. Groups will be formed during the first class session. There will be 4-6 groups in total, each group with 3-4 individuals, depending on class size. Students will be allowed to choose their own groups.

Each group will work on a project with the following objectives: 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 take the form of a website, 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 to demonstrate the final desired outcome. Note that the prototype does not have to function technically. The project has two key components:

1. **Marketing Strategy and Plan.** A ten-page, double-spaced report in 12-point type 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 report 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. Reports will be collected from each group in the final class session.
2. **Conceptual Prototype.** The Marketing Strategy and Plan will be presented in class (10-15 minute presentation.) 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 its chosen topic (new [or improvement upon an existing] product or service and associated user experience). Constructive criticism and feedback is provided.
2. **Group Project Interim Update** (Session 6): 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 10-15 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).

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.