

University of Waterloo – Stratford School of Interaction and Business
GBDA 304 - Winter 2022 V3.1
MARKETING IN THE DIGITAL WORLD

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Office Hours: By Appointment

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. To do this, the course will inform on the marketing process. The purpose of this course is to develop students' skills in the activities of marketers. Students will learn about marketing as a basis for making business decisions at a management level. The frameworks learned will be used to discuss marketing scenarios for various companies in the marketplace.

Course Objectives

In this course, we will examine the marketing process and the issues, problems and challenges faced by marketing professionals and organizations in the field of business. At the end of this course, students will have learned:

1. The introductory key marketing areas and specifically the focus will be on the customer and the benefits offered by companies.
2. To develop the various components of the marketing process and how these fit into the overall marketing program of a business.
3. To recognize the elements of the marketing mix including product development, product strategy, pricing, communications, distribution channels and promotion)
4. To understand an approach to problem solving from the marketing professionals perspective and the process of decision making in marketing
5. To develop skills in marketing analysis and marketing strategy

Required Materials:

- **Required Textbook:** Marketing, Fifth Canadian Edition, Grewal/Levy/Lichti, McGraw Hill (Note: Students may purchase the digital version of this text – Link is available on Learn)
- **Business Cases:** The list of cases for the course are available on Learn and the links to the ordering website will be also posted on Learn. Students are responsible for registering and purchasing cases online (individually) where case codes are indicated on the case listing. Cases can be purchased through the Harvard and Ivey websites.
- **Articles and documents:** Materials will be required throughout the term and where possible will be posted on LEARN. Otherwise, students will be required to access articles through course reserves.

Evaluation:

Requirement	Nature of Work	Percent of Final Grade
Weekly Activities (various items on Learn Checklists graded monthly)	Individual	30
Case Handin (Students Select THREE of four options) Case – Drinks-UP! Case – Sworkit Case – Developing an App for that Case – YouTube for Brands	Individual	30 (Top three contribute to final grade)
Final Summative – Marketing Plan – Report Report – 25% Peer Evaluation – 5%	Team	30
Final Summative – Marketing Plan - Presentation	Team	10
TOTAL		100
Note: In order to receive a passing grade, you must receive at least 50% of the individual portion of work. Teamwork cannot be the component that results in a passing grade. Meaning that of the weekly activities and case assignments, students must earn 30 out of 60 from that portion of the evaluation in order to receive credit in this course, at the discretion of the instructor.		

Weekly Activities

Every Tuesday, students will see a new checklist on Learn to outline the tasks for the week. This will outline any activities or expectations the instructor has for the week and the expectation is that all items are done FULLY, to receive credit for “weekly activity” grades. The grades earned here will be reported on a monthly basis on Learn. ALL items on the checklist are mandatory to earn a monthly grade. You have until the Friday each week at 4pm (Waterloo time) to complete all the tasks. Items may include fully watching lecture videos, completing weekly quizzes on topic, completing links to materials, case question handins, article readings, or handouts etc. Students should use this as their weekly task list.

Case Analysis (CHOOSE THREE OF FOUR OPTIONS)

To examine marketing from a practical business perspective, students will be doing case analysis. These will be done individually, and the top three of the four cases assigned will contribute to the student’s final grade. Students will be given specific questions to address in their response. Instructions for submission will be found on Learn with the questions for each case. Students are expected to purchase cases individually.

Case Analysis Evaluation - After the case analysis is submitted, the instructor may discuss the case in class. Students may share their approach to the case questions with the rest of this class. For this reason, late submissions will not be accepted. The final grade of the submission will be decided by the instructor after considering the quality of the assessment responses, the depth of the support, and the connection to course concepts as required by the questions assigned. Deadlines will be on the weekly schedule.

Final Summative (3 parts) – Marketing Plan Report, Peer Evaluation and Presentation

1. Report - For this final summative, students will be working as a team to create a marketing plan report for an assigned industry. Students will receive an instruction document on Learn outlining the requirements of the assignment and the expected format. All students are expected to contribute equally to all portions of the final summative report.

2. Peer Evaluation - Each student will complete a peer evaluation form to submit with their report on an individual basis for each team member. Any team member that does not submit a peer evaluation form, risks not receiving a grade themselves, at the discretion of the instructor. There will be a template available on Learn.

Teamwork might be a main feature of your future job. That’s why it is important to prepare yourself for this

matter. For the teamwork part of the assignment, only your outputs as a team will be graded on the report submission, and this is why each team member will receive the same basis for their grade. Team tasks should be given team rewards. The peer evaluation will be an individual grade based on your teams evaluation of the contribution you have made to the final report deliverable. This means that you not only must make a direct contribution to the development of the teamwork report, but that you also have an obligation to make your team, work effectively.

In order to create conditions to avoid unequal contributions, each student will be required to provide peer evaluation form for other team members as per the format provided on Learn. This is NOT optional. Based on these forms, an individual grade will be attributed to students who demonstrate differing levels of contribution. Also along the semester, as soon as you perceive that a member consistently does not make fair contribution to the team, you are responsible to communicate this to the Instructor to resolve such issues **as soon as possible**, and not waiting until late in the term or after a deliverable has been submitted.

3. Presentation - Students will submit a presentation, as a team, to share with the class on the team's marketing plan approach. Presentations will be submitted via the video assignment link in the content folder.

Team Setup - Students will self-enrol on Learn by the deadline on the weekly schedule or you will be randomly assigned to a team. There is a max of six people per team. There will be an instruction document and rubric posted on Learn. The dropbox will be used for report and peer evaluation submissions. Presentations will be submitted via a video assignment link in the weekly folder. The dropbox and the video assignment link will close on the deadline and late submissions are not accepted.

Accommodations for Missed Assessments: Students are expected to complete all assignments as regularly scheduled; however, there may be circumstances where accommodating a missed deadline/assessment is approved. Accommodation is not automatic upon the presentation of documentation. Instructors will use the documentation along with all information available to them, when determining whether accommodation is warranted.

Based on an approved absence, the weighting of the course requirements may be adjusted to make up for an excused absence from an assignment or any other similar component of the course and is at the discretion of the instructor.

Assignment Collection: Unclaimed assignments will be retained for one month after term grades become official in quest. After that time, they will be destroyed in compliance with Waterloo's confidential shredding procedures.

Institutional-required statements for undergraduate course outlines approved by Senate Undergraduate Council, April 14, 2009

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. Refer to the following for information:

Academic Integrity Office (UW): www.uwaterloo.ca/academicintegrity/

Academic Integrity (Arts): <https://uwaterloo.ca/arts/current-undergraduates/student-support/ethical-behavior>

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, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. 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 [check www.uwaterloo.ca/academicintegrity/] to avoid committing an academic offence, and to take responsibility for

their 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 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, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

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) www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Note for Students with Disabilities: AccessAbility Services, located in the new addition to 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 the office 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.

Avoiding Academic Offences: The Faculty of Arts has prepared a website dealing with ways to avoid academic offences. http://arts.uwaterloo.ca/arts/ugrad/academic_responsibility.html

Intellectual Property. Students should be aware that this course contains the intellectual property of their instructor, TA, and/or the University of Waterloo. Intellectual property includes items such as:

- Lecture content, spoken and written (and any audio/video recording thereof);
- Lecture handouts, presentations, and other materials prepared for the course (e.g., PowerPoint slides);
- Questions or solution sets from various types of assessments (e.g., assignments, quizzes, tests, final exams); and
- Work protected by copyright (e.g., any work authored by the instructor or TA or used by the instructor or TA with permission of the copyright owner).

Course materials and the intellectual property contained therein, are used to enhance a student’s educational experience. However, sharing this intellectual property without the intellectual property owner’s permission is a violation of intellectual property rights. For this reason, it is necessary to ask the instructor, TA and/or the University of Waterloo for permission before uploading and sharing the intellectual property of others online (e.g., to an online repository).

Permission from an instructor, TA or the University is also necessary before sharing the intellectual property of others from completed courses with students taking the same/similar courses in subsequent terms/years. In many cases, instructors might be happy to allow distribution of certain materials. However, doing so without expressed permission is considered a violation of intellectual property rights.

Please alert the instructor if you become aware of intellectual property belonging to others (past or present) circulating, either through the student body or online. The intellectual property rights owner deserves to know (and may have already given their consent).

Relevant University Policies:

[Policy 71 – Student Discipline](#)

[Policy 73 – Intellectual Property Rights](#)

Developed in 2016 by the Associate Vice-President, Academic

Exhibit 1: Cases for GBDA304

All of these cases are available online via Harvard Business Review or Ivey Publishing.

Case Title	Provider	Number
1. TikTok: Tackling the Risk of a Ban	Ivey (12 pages)	W20945
2. Drinks UP! The Pitfalls of Digital Innovation	Ivey (14 pages)	9B19E009
3. Lendenclub: New Product Development in the Digital Space	Ivey (9 pages)	W25401
4. Sworkit: Taking the Free out of Freemium	Ivey (25 pages)	W19436
5. Developing an App for That	Harvard (16 pages)	9-711-415
6. YouTube for Brands	Harvard (14 pages)	9-514-048
7. Rocket Fuel: Measuring the Effectiveness of Online Advertising	Harvard (6 pages)	718519

Cases from Harvard can be purchased from:

<https://hbsp.harvard.edu/import/896129>

Cases from Ivey can be purchased from:

<https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c0000F22g8EAB/gbda304-marketing-in-the-digital-world>

For technical assistance, please contact Ivey Publishing during business hours.

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<https://www.iveycases.com/>

Hours of Operation:

Monday to Thursday: 8:00am-4:30pm (EST)

Friday: 8:00am-4:00pm (EST)