



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

Principles of Marketing RSM250H1F, Sections 0201, 0301 Fall 2018

Class meets Monday 12-2 MS 2172 (section 0201) and Monday 3-5 OI 2214 (section 0301)
Lectures begin 10 minutes past the hour and end on the hour (duration: 1 hour 50 minutes)

Instructor: Prof. Douglas Snetsinger, RT 557, 105 St, George Street
E-Mail: douglas.snetsinger@rotman.utoronto.ca
Course Webpage: <http://portal.utoronto.ca>
Cell: 289-259-3436
Office Hours: Monday 10-11 (appointment recommended)
Teaching Assistants: Tristan Lerner (tristan.lerner@mail.utoronto.ca)

Course Administration Issues

- Please bring your name tent card to each class. Photos are taken in the second class.
- You cannot use your cell phone or laptop during lectures.
- Make sure that you have access to the learning portal (<http://portal.utoronto.ca>) and that your email address is recorded correctly. All lecture notes and announcements will be posted online. (See the Appendix for more detailed instructions on how to access Blackboard site.)
- For any questions related to course administration, ask your TA.

Course Co-Requisites: RSM100H1/MGT100H1/RSM100Y1.

Course Scope and Mission

This course is designed to introduce you to the key principles of marketing.

After taking the course:

1. You will have a working vocabulary of marketing terms, understand the marketing planning process including marketing analysis, marketing strategy and marketing execution (products, pricing, distribution and communications,
2. You will be able to construct basic marketing solutions to profitably satisfy specific customer needs, and
3. You will understand the value of marketing to the business decision making process.

Weekly Schedule (All Readings in Course Package)

Dates	#	Topics	Readings for class
Sept 10	1	Introduction to Marketing	<ul style="list-style-type: none"> Purchase class readings
Sept 17	2	Value Creation	<ul style="list-style-type: none"> Principles of Marketing – 10.2, Steps in the Marketing Research Process “Marketing Myopia” article
Sept 24	3	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> “Market Segmentation, Target Selection, and Positioning” “Brand Positioning Statements”
Oct 1	4	Products	<ul style="list-style-type: none"> “Principles of Product Policy”
Oct 15 Deadline: Email to TA your group members			
Oct 15	5	Case Discussion: IKEA	<ul style="list-style-type: none"> “IKEA Invades America” Case Analysis Note
Oct 22	6	Branding and Communications	<ul style="list-style-type: none"> “Marketing Communications” “Understanding Brands”
Oct 29	7	MIDTERM IN CLASS	
Nov 12	8	Pricing and Channel Distribution	<ul style="list-style-type: none"> “Principles of Pricing” “Going to market”
Nov 19	9	Guest Lecture	<ul style="list-style-type: none"> Working in Teams Note
Nov 26	10	Case Discussion: Sephora	<ul style="list-style-type: none"> “Sephora” Case preparation note
By EOD (end of day) Nov 30: Email TA your presentation (PowerPoint only) and case report (Word only) files.			
Dec 3	11	Case Group Presentations	<ul style="list-style-type: none"> “Canada Goose”
Dec 6	12	Case Group Presentations	<ul style="list-style-type: none"> “Canada Goose”
After your presentation, email the TA with your peer evaluation forms (PDF).			
FINAL EXAM		SCHEDULED BY REGISTRAR’S OFFICE (DEC 8 – 21)	

Required Readings

There is NO textbook for this course. All readings from Course Package:_RSM250H1F are purchased online at this address: <https://hbsp.harvard.edu/import/568936>.

This course will use the following electronic course materials, costing a total of USD \$46.75. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Course Package includes the following contents:

Readings: (HBS = Harvard Business School)

1. "Market Segmentation, Target Market Selection, and Positioning," by Miklos Savary and Anita Elberse (2006), #9-506-019, HBS.
2. "Brand Positioning Statements," by Gerry Yemen and Ronald Wilcox (2012), UV5792, Darden Business Publishing, University of Virginia.
3. "Principles of Product Policy," by Anita Elberse (2006), #9-506-018, HBS.
4. "Marketing Communications," by Thales Teixeira (2012), #9-513-041, HBS.
5. "Understanding Brands," by Anat Keinan and Jill Avery, HBS #9-509-041.
6. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
7. "Note on Behavioural Pricing" Robert J. Dolan and Hermann Simon (1999), HBS #9-599-114.
8. "Going to market," by R Dolan (2000), HBS #9-599-078.

Cases

1. "IKEA Invades America," by Youngme Moon (2004), HBS Case #9-504-094.
2. "Sephora Direct: Investing in Social Media, Video, and Mobile" by Elie Ofek and Alison Wagonfeld (2112), HBS Case #9-511-137.
3. Canada Goose: The South Korean Opportunity (Ivey WB11633)

Evaluation and Grades

Each student will be judged based on how well he or she has command of the course materials understanding that some of the grading is necessarily subjective.

	<u>Weight</u>	<u>Due Date</u>
1) Class attendance and participation	10%	Ongoing
2) Research Requirement	3%	See "Research Requirement" below
3) Group Case Reports	12%	Due November 30
4) Group Case Presentation	5%	Last 2 classes: December 3 and 6
5) Mid Term Exam	30%	October 29
6) Final Exam	<u>40%</u>	During the Final Exam Period
Total	100%	

1. Grading Elements: Class Participation (10%)

You are expected to prepare thoroughly and make every effort to attend every class. Given its very

nature your learning during a marketing class is directly related to your willingness and ability to contribute to the class discussions. Please feel free to raise an opinion or offer an analysis no matter how different it is from the emerging theme in the classroom, or how unusual it may be. However, focus on quality and not on quantity while contributing to the discussion. Also, civility and respect for others' opinions are important attributes to possess in the give and take of classroom debate. In general, your contribution will be evaluated on the following:

- Thoughtful responses,
- Understanding and analysis of topic,
- Idea generation, and/or
- Promotion of further discussion.

2. Grading Elements: Research Requirement (3%)

Participation. To participate in a research study, you will be using the Rotman Behavioural Lab (BRL) Sona participation website: <https://rotman.sona-systems.com>. Both new and former BRL Study Pool participants have had accounts created, or updated so that their usernames (now) match their UTORids. New users should look for a message in their UofT email containing a link to complete registration. Former participants' accounts have retained their former passwords and emails, but now use their UTORid to log into the system. All participants have been pre-registered for all of their RSM credit pool participating courses this fall (you can add or drop needed classes yourself, at any time, from your profile page).

After logging in, Sona, you can find a list of studies currently running at the BRL via the "Studies" tab. Read the study descriptions carefully: most studies take place in the lower level of the Rotman building in the Behavioural Research Lab (LL1015K), but others may run online, or in another physical location. Once you identify a study you are interested in participating in, select an open time slot that works with your schedule, and choose which course you want the study credit applied to on the final registration screen.

Participation in the actual research will take between 45 and 60 minutes for a 1 credit study or between 15 and 30 minutes for a 0.5 credit study. You will be debriefed at the end of the study, and you will be asked to answer a question about some aspect of the study. Once you correctly answer the question you will be given credit. More detailed instructions on the assignment, and using the Sona system can be found in your [Subject Participation Guide](#).

Analysis of Article. Although, we highly encourage you to fulfill your participation requirement through research study participation, you may also elect to earn research credits through completion of article analyses. These analyses must be based on research articles from designated journals dependent on your class, and are graded on a pass/fail basis. Article analyses are worth 1-credit-hour of participation, and are graded on a pass/fail basis. To submit an article analysis, sign up for any open time spot on the "Alternative Study Participation Article Analysis Assignment" found on the Sona studies page (you will be asked to fill out the details of the article you are reporting on, and upload a word document). For detailed information on the article analysis assignment, including instructions on properly submitting the analysis to ensure credit is received, please, refer to your [Subject Participation Guide](#), or the FAQ on Sona. To earn full participation doing only the alternative assignment, you would need to write 3 article analyses for this course.

Assignment Timeline & Important Deadlines You must complete 3-credit-hours worth of studies to fulfill your research participation requirement in this course. Participation opportunities in research

studies for the Fall 2018 session are anticipated to begin the academic week starting, Thursday, September 6, 2018. The final study participation deadline, and last day to submit an article analysis, is Friday, November 5, 2018 at 5 pm.

If you have any trouble with registration, questions the subject guide or SONA FAQ do not clarify, or need any further assistance, please contact Team BRL: Behavioural.Lab@Rotman.Utoronto.ca, and we will be happy to assist you.

3. Grading Elements: Group Case Report (12%)

STUDENTS ARE REQUIRED TO SUBMIT THEIR "GROUP CASE REPORT" TO www.turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university's use of the Turnitin.com service are described on the Turnitin.com website.

The purpose of this project is to apply your growing marketing expertise to a real-world marketing problems. You will follow case analysis tips that will be given to you. When preparing your report and your case analysis presentation, keep in mind that both creativity and the actual problem solution matter.

You must work in groups of 5 to 6 students for this project. You must email your teaching assistant to inform her on your group/members by October 15th. Students who have not formed a group by EOD October 15th will be assigned to a group by the TA. Thereafter, students will not be able to switch groups.

Please note that clear, concise, and professional writing will be considered in the evaluation of the case report and presentation. You will lose points for writing that impedes communication including poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to writing skills are encouraged to visit the Academic Success Centre (www.asc.utoronto.ca) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

1. **Group case report:** The paper will not be more than 15 pages, double-spaced in 12 point in a sans serif font (e.g. Calibri, Tahoma or Gadugi), including any cover page, tables, figures and appendices, and have a 1-inch margin all around. The report is to be emailed to the TA on November 30th. It must be submitted in Word (not a PDF). Any submission delivered after November 30th will not be accepted.
2. Peer evaluation: Each student is required to email the TA a peer evaluation form at the end of their group presentation on December 3rd or 6th.

The purpose of the peer evaluation sheet is to provide input to the course instructor in assigning grades for the written case assignment and group presentation and to encourage all students to do their fair share of the work. You need to provide a peer evaluation for every member of your group (excluding yourself), rating your peer's contributions, using a scale of 0 (terrible) to 5 (excellent). Failure to submit a peer evaluation can result in up to a 20% reduction of your group grade. All ratings and explanations will be confidential.

4. Grading Elements: Group Case Presentation (5%)

All groups must submit the electronic copy of their presentation in PowerPoint (not a PDF or other presentation formats like PREZI) to the TA via email by EOD November 30th. The presentations are on either December 3rd or 6th. Each group member must participate in the presentation. The time allocation of each presentation is 12 minutes + 3 minutes for Q&A.

Learning to work together in teams is an important aspect of your education and preparation for your future careers. Project-based teamwork is often new to students and you are therefore reminded of the following expectations with respect to behaviour and contributions to your team project.

Read the document entitled, “Working in Teams: Guidelines for Rotman Commerce Students”, which is available on the RC portal under the Academic Services tab. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect,
- Honour the ground rules established by the team,
- Contribute substantially and proportionally to the final project,
- Ensure enough familiarity with the entire contents of the group project/assignment to be able to sign off on it as original work, and
- Meet the project timeline as established by the team.

Conflicts can, and do, occur. Conflicts are part of the team’s process of learning how to work together effectively and can generate exciting debate and creative solutions, if managed appropriately.

Student teams are collectively expected to resolve disputes or misunderstandings as soon as they arise (and prior to submission of the final project). In cases where teams are unable to reach a mutually agreeable solution, the entire team must meet with the Rotman Commerce Team Coach** as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

For an appointment with a Rotman Commerce Team Coach, please contact Nouman Ashraf at nouman.ashraf@rotman.utoronto.ca. Nouman is highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach’s role is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

5. Grading Elements: Mid-Term (30%) and Final Examination (40%)

The Mid-Term Test and Final Exam will be closed book tests that cover material from the lectures, cases, and assigned readings in the course packet. The midterm will be held during class on October 29th. The midterm and final exams may consist of multiple choice questions, short-answer and essay questions. The final will be held during the final examination period. The final exam will cover the content of the entire semester and is a common exam across all sections of the course.

Missed Tests and Assignments (including midterm examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. If notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied.

In such cases, students must notify Rotman Commerce on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Program Office within **48 hours** of the originally scheduled test or due date. Students who do not provide Rotman Commerce or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed test or course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted

Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a later report of illness made by the student to a physician.

There will be no make-up midterm test. If the documentation is satisfactory, the weight of the midterm test will be moved to the final exam (i.e., the final exam will carry 70% instead of 40%).

Appendix – Course Work & Academic Integrity

Academic Integrity: Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. Thus, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters outlines the behaviours that constitute academic misconduct, process for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to: (<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>)

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

Students are expected to conduct themselves with the utmost integrity during their time at the University of Toronto and, without limiting the foregoing, will:

- Maintain an optimal learning and work environment for themselves and others (cooperation, keeping commitments, attendance, on-time arrival, preparation in advance, participation and non-disturbance during classes)
- Submit only original work, giving credit to others where appropriate;
- Neither give nor receive unauthorized aid in examinations or on assignments;
- Contribute substantially and proportionally to each group assignment;
- Ensure enough familiarity with the entire contents of group assignments to be able to sign off on them as original work;
- Accept and acknowledge that assignments found to be plagiarized in any way will be subject to sanctions under the University's *Code of Behaviour on Academic Matters*;
- Represent themselves honestly to members of the Rotman Commerce community and to outsiders;

- Represent Rotman Commerce appropriately to the outside world, and act as professionals (integrity, deportment, reasonableness and respect).
- During class, please turn off your cell phone. If you need to be reachable via cell phone during class due to exceptional circumstances, please ensure that your cell phone is set to vibrate and take calls outside of the classroom.

Remarking requests for term tests & assignments (excluding the final examination): Requests to have mid-term tests and assignments remarked will be considered if the following conditions are met:

1. the test/assignment is submitted to the instructor no later than four weeks after the marked test/assignment has been made available to the student;
2. the student submits with his/her request a written explanation as to why and where he/she believes he is entitled to more marks; and
3. the instructor has no reason to believe the student has made any changes subsequent to the test/assignment being returned.

Students should be aware of the following:

- Several tests/assignments are randomly photocopied before being returned;
- Items submitted for remarking will be remarked in their entirety and the mark awarded may increase, decrease, or remain the same.

Remarking requests for the final exam: After the issue of final results and within six months of the final examination period, a student may request from the Office of the Faculty Registrar (Room 1006, Sidney Smith Hall) a reproduction of his/her final examination. If, upon inspection, the student wishes to have the paper reread, s/he must set down reasons in detail and petition through their College Registrar within six months of the final examination period. Students should note that in cases where a failing grade is issued, examinations must be reread before the marks are reported. Instructors may not subsequently reread any final examination except on the authority of a petition, which must outline specific instances of disagreement with the existing grading and an indication of the grounds for such disagreement.

Accessibility Needs: The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible:

accessibility.services@utoronto.ca or <http://www.accessibility.utoronto.ca/>.

Recording Lectures: Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted. This includes tape recording, filming, photographing PowerPoint slides, Blackboard materials, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.