



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline: Summer 2018 Principles of Marketing RSM250H1, Section L0101

Classes Meet: Tuesdays & Thursdays, 10 to 12, Woodsworth WO30, 125 St. George

Instructor: Dan Richards, Room 557, Rotman Building, 105 St. George
E-Mail: drichards@rotman.utoronto.ca
Course Webpage: <http://portal.utoronto.ca>
Cell: 416 523-2673 (Please use only if urgent, email contact is preferred)
Office Hours: Tuesdays and Thursdays, 8 am to 9:30 am, make other appointments via email
Teaching Assistant: Varun Chandrasekar, varun.chandrasekar18@rotman.utoronto.ca

Course Administration and Logistics:

- Questions about course administration and grading will be covered in the first class.
- For additional questions about course administration, please contact the TA
- Make sure that you have access to Blackboard (<http://portal.utoronto.ca>) and that your email address is recorded correctly in Blackboard. All lecture notes and announcements will be posted online.

IMPORTANT:

Please note that all devices (laptops, tablets, smartphones) must be turned off and put away in class

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 sound working knowledge of marketing terms and understand the marketing planning process, including segmentation, targeting, positioning marketing analysis, strategy and execution (product development, pricing, distribution and communications)
2. You will be able to make basic marketing decisions to profitably satisfy customer needs, and
3. You will understand the value of marketing to the business decision making process.

Expectations for the Course:

My Commitment is to make the course a good use of your time by delivering relevant lectures addressing key principles of marketing, using class time efficiently and employing practical examples that address current issues in marketing. I will also answer all questions and will try to do so thoughtfully.

Your Commitment is to attend all classes, arrive on time, thoroughly review assigned readings for each class, prepare casework and assignments for classes, actively participate in class, carefully listen to and respect the views of your classmates and work collaboratively on your group case and presentation.

Course Co-Requisites: RSM100H1/MGT100H1/RSM100Y1.

Weekly Schedule (All Readings in Case Package)

Dates	#	Topics	Readings and Preparation
May 8	1	Introduction	The Consumer Decision Journey Competing on Customer Journeys
May 10	2	Value Creation	Working in Teams Note "Marketing Myopia" article
May 15	3	Segmentation, Targeting and Positioning	"Market Segmentation, Target Selection, and Positioning" "Brand Positioning Statements"
May 17	4	Product Strategy	"Principles of Product Policy" Case Analysis Note
May 22	5	Branding and Communications Strategy	Marketing Communications" note "Understanding Brands" note
May 24	6	Case Discussion: IKEA Marketing Research	"IKEA Invades America" case "Marketing Research" Note
May 29	7	MIDTERM IN CLASS	
May 31	8	Guest Lecture: Jason Sikora, Managing Director, The Search Agency	Articles on Lacroix: New Yorker NYT Screen Chow INC
June 5	9	Pricing Strategy Part One	"Principles of Pricing"
June 7	10	Case Discussion: Sephora Pricing Strategy Part Two	"Sephora" case Starting the Analytics Journey
June 10		By 6 pm on Sunday June 10 th , email to the course TA:	-Presentation (powerpoint) -Written Case Analysis (word)
June 12	11	Case Discussion: Mountain Man Distribution Strategy	"Mountain Man" case "Going to Market"
June 12		Group Presentations in the afternoon	
June 14	12	Case Discussion: Facebook Course Wrapup & Evaluations	"Facebook" case
To get full marks, email the TA your peer evaluation form by end of day Wednesday June 13			
FINAL EXAM		SCHEDULED BY REGISTRAR'S OFFICE -	

Required Readings

There is NO textbook for this course. Click [HERE](#) to go online and purchase all readings from the course package. When purchasing the course package, you do NOT need to purchase the optional audio versions of two of the cases.

Course Package includes the following contents:

Readings: (HBS = Harvard Business School)

1. "Marketing Research," by Fareena Sultan (1991), HBS #9-592-013.
2. "Market Segmentation, Target Market Selection, and Positioning," by Miklos Savary and Anita Elberse (2006), #9-506-019, HBS.
3. "Brand Positioning Statements," by Gerry Yemen and Ronald Wilcox (2012), UV5792, Darden Business Publishing, University of Virginia.
4. "Principles of Product Policy," by Anita Elberse (2006), #9-506-018, HBS.
5. "Marketing Communications," by Thales Teixeira (2012), #9-513-041, HBS.
6. "Understanding Brands," by Anat Keinan and Jill Avery, HBS #9-509-041.
7. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
8. "Going to market," by R Dolan (2000), HBS #9-599-078.
9. "Marketing Myopia," by Ted Levitt (1960), HBS R0407L

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. "Mountain Man Brewing Company: Bringing the Brand to Light" by Heide Abelli (2007), HBS #2069
4. "Facebook" by Piskorski, Eisenmann and Smith, Rev March 20, 2014 HBS 9-808-128
5. Canada Goose: The South Korean Opportunity (Ivey WB11633)

Learning Activities, Evaluation, and Grades

Students will be judged on their command of the course materials. Note that some of the questions you will be asked do not have a specific right answer; therefore, 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 June 10
4) Group Case Presentation	5%	June 12
5) Mid Term Exam	30%	May 29
6) Final Exam	40%	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. This course will include a substantial amount of small group discussion during the class. Participation in this discussion will be absolutely critical if you are to benefit fully. My role during a discussion of a case or an example is that of a facilitator and moderator. I am less concerned with “right” or “wrong” answers than with thoughtful contributions which follow the discussion, add to the debate, or move it in a new direction. Participation points are mainly given for discussion of examples and cases or in-class exercises. In addition, you get participation points for answering questions that I pose to the class. There are no participation points for asking clarification questions during the lecture portion of a class.

For the discussion of cases in class, thoroughly preparing the case beforehand is essential to get the most out of the class. I will be calling on students to answer questions about the case. If you have been unable to prepare a case, send me an email beforehand and I will not call on you. If I don't get an email, I will assume that you are able to answer questions about a case.

Everyone will be expected to show up and to be prepared for class. If you must miss a class, please send me an email before the class with the reason that will be missing the class. Students who repeatedly arrive late to lectures or who miss lectures without a legitimate reason will lose participation points.

Your learning in this course 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. Focus on quality and not on quantity while contributing to the discussion. 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%)

Marketing and Organizational Behaviour researchers run experimental studies to test theories and hypotheses about human behaviour. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour in this course by giving you more direct exposure to research in these fields. You may fulfill the 3-credit-hour research participation requirement by:

1. Participation in three hours (credits) of research studies, **or**
2. Analysis of three articles that report research studies, **or**
3. A combination of research studies and article analyses

Note, this is not an extra credit assignment: credit-hours of participation translate into real point (percentage) values. You will receive one credit-hour, towards your course requirement, for each one-hour of research study participation you complete: each credit-hour may be comprised of participation in two 0.5 credit-hour studies; a single 1-credit-hour study; or, an article analysis.

USING SONA: NEW SUMMER 2018: PRE-REGISTERED ACCOUNT AND COURSE REGISTRATION

To participate in a research study, you will need to sign into our Rotman Behavioural Research Lab (BRL) research participation website (Sona): <https://rotman.sona-systems.com/>.

Please, add both the Sona Admin, rotman-admin@sona-systems.net, and Behavioural Research Lab (Team BRL), Behavioural.Lab@rotman.utoronto.ca, email addresses, to the contact list of the email account linked to your Sona account (new users, see below). This will ensure that registration and password reset links, as well as important updates regarding your account and the study participation assignment, are not mistakenly removed as spam.

Former Participants: those with existing BRL credit-pool accounts on Sona can use their previous credentials to log into Sona, and immediately, begin registering for courses as soon as they are posted.

New Users: new users have had their course(s) added to accounts created for them. This account is linked to your “[Username][@mail.utoronto.ca](mailto:[Username]@mail.utoronto.ca)” email address, and a link to complete registration has been sent to that address.

Trouble Logging In: if you have overlooked your password registration link, or forgotten details of your log-in information, please use the “**Forgot Password**” feature on the Sona log-in page to have these credentials sent to the email linked to your Sona account (UofT address for new users).

In the first class, I will tell you where you can find the “**Student Research-Participation Guide**.” Please familiarize yourself with this guide, as well as the FAQ on Sona; these cover all the pertinent steps and criteria for registering for studies and completing your participation requirement through either study participation or article analyses. Should these sources not answer any questions you may have regarding subject pool participation, please, email Team BRL with your full name and student ID, and we will be happy to assist you.

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 Summer (f) session are anticipated to begin the week of, **May 7, 2018**, and the final **participation deadline** is, **Friday, June 15, 2018**.

Participation in research studies.

To participate in a research study, sign up for the research participation website (<https://rotman.sona-systems.com>) and read the descriptions of research studies that are posted there.

Once you identify a study in which you would like to participate, choose a time slot in which to participate. Studies usually take place in the behavioural lab in the Rotman building, but some studies may run online or in another physical location. 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.

Analysis of articles.

Although, Rotman highly encourages you to fulfill your research requirements through study participation, you may also elect to fulfill these credits through article analyses.

To analyze an article, you may select articles from the Journal of Consumer Research, the Journal of Marketing, or Marketing Science. You can either locate these journals *online*, or go to the Robarts library. Look through the marketing research articles in these journals from the previous three years until you find ones that interest you.

Step 1. Select an article – make sure this article includes a research study or experiment

Step 2. Read the article

Step 3. Write a summary of the article, including:

1. the objectives and hypotheses of the research study;
2. the importance of the issues in the research study to the marketing community;
3. the research reported in the article, including the design of the study, the sample, and the materials (stimuli) used in the study,
4. the key results,
5. strengths and weaknesses of the study, and
6. the usefulness of the results to those in the marketing field

Formatting. Most analyses can be sufficiently covered in 2-3 pages. Your analyses should use a 12-pt. font; use 1.5 line spacing; include standard (1-inch) margins; and, use APA formatting: including in-text citations, and a works cited for the article you are reviewing, and any other articles you reference.

Credit-Value. Each article review is worth the equivalent of 1-credit hour of research participation. Should you elect to do only the article analyses, you will need to review three articles to complete your research requirement for this class. The analyses will be graded on a pass/fail basis. Credits earned will be reflected on your Sona-account as “non-study” participation credits.

Submissions. Article analyses are **due no later than 5 pm, on FRIDAY, JUNE 15, 2018**, and should be emailed to the lab at: Behavioural.Lab@rotman.utoronto.ca. Please, use the phrase, “**Article Analysis**” in the **subject line** when sending a review, and tell the lab:

1. Your Full Name
2. Your UofT Student ID
3. Sona User ID (username)
4. The course name and section - Principles of Marketing RSM250H1, Section L0101

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

The purpose of this project is to apply the knowledge learned in class to a real-world marketing problem. You will follow case approaches and 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.

The written case and follow up presentation relate to the expansion into South Korea of the successful Canadian company Canada Goose: Canada Goose: The South Korean Opportunity.

You must work in groups of four students for this project. Each group must email the teaching assistant Varun Chandrasekar with your group members by end of day on Friday May 18th. Students who have not formed a group by May 18th 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 discussion paper 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.

The paper should not be more than 15 pages, double-spaced in 12 point type in a sans serif font (e.g. Calibri, Tahoma or Gadugi) with a one inch margin all around. (The font for this outline is Calibri.) Excluded from the 15 page limit are the cover page and any appendices. The report must be received by the TA, Varun Chandrasekar, by 6 pm on Sunday June 10th. It must be submitted in Word (not a PDF). Any submission delivered after June 10th will not be accepted. I strongly encourage you to aim at finishing the final draft of your written case submission and powerpoint at least 24 hours before the deadline.

Note that groups will be required to submit their “Case Discussion Paper” 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 detecting plagiarism. The terms that apply to the university’s use of the Turnitin.com service are described on the Turnitin.com website.

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

In the past, the last class of this course was used for presentations by each group, with the rest of the class observing and asking short questions at the conclusion of the presentations. While the experience of presenting as a group is very valuable, spending a class as a member of an audience is less useful. As well, there was not time for me to give each group feedback on its presentation.

As a result, this course will use the last class for the discussion of an additional case for which there would otherwise not be time and the group presentations will be made outside of class directly to the instructor. These presentations will take place on Tuesday June 12th in room 6024 in the Rotman building, between

1pm and 6 pm. There will be 10 time slots on the half hour available starting at 1 pm, with the last time slot at 5:30 pm. Time slots will be allocated on a “first come first served” basis depending on when requests are submitted. Contact the TA Varun Chanrasekar to schedule a time for which all members of your team are available. In the event that all members of your team are not be available at any time on the afternoon of June 12th let Varun know and we will find a time that works for everyone.

You should submit a hard copy of your report and a copy of your slides (two slides per page, black and white) at the time of the presentation. Each group member must participate in the presentation. The time allocation of each presentation is 12 minutes for the presentation plus 5 minutes for Q&A. Note that sticking to the 12 minute time limit is critical – at the end of 12 minutes the presentation is over, even if you have not covered all of your slides. All groups must submit electronic copies of their presentation, either a PowerPoint or Prezi file (not a PDF or other presentation format) to the TA by end of day June 10th.

Peer evaluation:

Each student is required to email the TA a peer evaluation form by the end of the day on Wednesday June 13.

There will be a short peer evaluation sheet to provide input as I assign 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).

As this is a rating, not a ranking, if all members of your group have made strong contributions, you can rate them all with a 5. The ratings for other members of your team will have no impact on your grade. Note that any score of 0, 1 or 2 must be accompanied by a short-written explanation of why you marked your team mate with that score. All ratings and explanations will be confidential. Varun and I will consider the evaluation when assigning final grades.

Group Dynamics:

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. 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.

For more information, read the document entitled, “Working in Teams: Guidelines for Rotman Commerce Students”, which is available on the RC portal under the Academic Services tab.

Note that conflicts within teams 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.

** The Rotman Commerce Team Coach is Nouman Ashraf. Nouman is highly skilled at facilitating team dynamics and collaboration. Note that the role of the Team Coach's is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes. Nouman may be reached at nouman.ashraf@rotman.utoronto.ca for an appointment.

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 May 29. 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.

Optional tutorials will be offered in advance of the start of class from 9:00 to 9:45 on the following dates:

Thursday May 24: Tutorial for midterm

Thursday June 14: Tutorial for final exam

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.

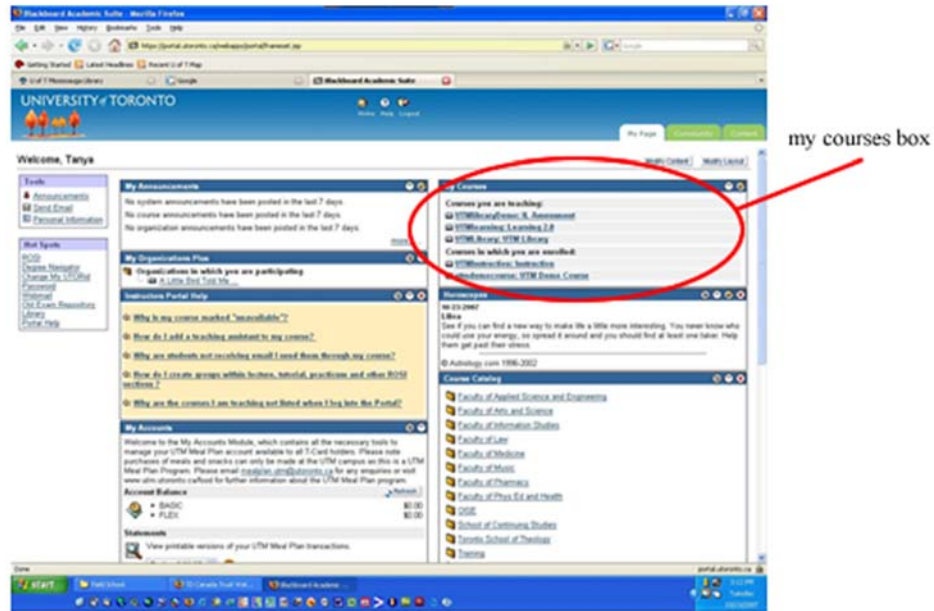
Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a report of illness made by the student and documented by the physician. Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted.

Important Note: 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 – Blackboard and Academic Integrity

Access to Blackboard Course Site

Logging into the Course Website: To access the course website, go to: <http://portal.utoronto.ca> and log in using your UTORid and password. If you need information on how to activate your UTORid and set your password for the first time, please go to www.utorid.utoronto.ca



Once you have logged in to the portal using your UTORid and password, look for the **My Courses** box, where you'll find the link to your course websites. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours. If the course does not appear, come to the library for help.

Email: At times, the course instructor or TA may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTMail+ email address. You are responsible for ensuring that your UTMail+ email address is set up AND properly entered on the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>. Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email accounts are not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

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.studentlife.utoronto.ca/as>

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.