



# Rotman Commerce UNIVERSITY OF TORONTO

## Course Outline Section 0901 Principles of Marketing, Winter 2017

### Classes Meet

**Section 0901: Tuesday 4-6 pm, OI 4414**

\*Lectures begin 10 minutes past the hour and end on the hour (duration: 1 hour 50 minutes)

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**Instructor:** Prof. Douglas Snetsinger  
**E-Mail:** [douglas.snetsinger@rotman.utoronto.ca](mailto:douglas.snetsinger@rotman.utoronto.ca)  
**Course Webpage:** <http://portal.utoronto.ca>  
**Cell:** 289-259-3436 or 704-574-1380 (please text for urgent matters)  
**Office Hours:** Monday and Tuesday 2:30-3:30 (appointment recommended)  
**Teaching Assistants:** Tristan Lerner ([tristan.lerner@mail.utoronto.ca](mailto:tristan.lerner@mail.utoronto.ca))

### Course Administration Issues

- Please bring your name tent card to each class.
- 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. (See the Appendix for more detailed instructions on how to access Blackboard site.)
- For any questions related to course administration, ask your TA.

### 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.
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## Tentative Weekly Schedule (All Readings in Course Package)

Dates	#	Topics	Readings for class
Jan 10	1	Introduction to Marketing	<ul style="list-style-type: none"> <li>• Purchase class readings</li> </ul>
Jan 17	2	Value creation	<ul style="list-style-type: none"> <li>• “Marketing Research”</li> <li>• “Creating customer value”</li> </ul>
Jan 24	3	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> <li>• “Market Segmentation, Target Selection, and Positioning”</li> <li>• “Brand Positioning Statements”</li> </ul>
Jan 31	4	Products	<ul style="list-style-type: none"> <li>• “Principles of Product Policy”</li> </ul>
<b>Feb 3 Deadline: Email to TA your group forms (Group members &amp; Case Selection)</b>			
Feb 7	5	Case Discussion: IKEA	<ul style="list-style-type: none"> <li>• “IKEA Invades America”</li> <li>• Case Analysis Note</li> </ul>
Feb 14	6	MIDTERM IN CLASS	
Feb 28	7	Branding and Communications	<ul style="list-style-type: none"> <li>• “Marketing Communications”</li> <li>• “Understanding Brands”</li> </ul>
March 7	8	GUEST LECTURE	<ul style="list-style-type: none"> <li>• Working in Teams Note</li> </ul>
March 14	9	Pricing and Channel Distribution	<ul style="list-style-type: none"> <li>• “Principles of Pricing”</li> <li>• “Going to market”</li> </ul>
March 21	10	Case Discussion: Mountain Man Course Review	<ul style="list-style-type: none"> <li>• “Mountain Man”</li> <li>• Case preparation note</li> </ul>
<b>By EOD (end of day) March 26: Email TA your presentation (PowerPoint or PDF) and case report (PDF) files.</b>			
March 28	11	Presentation I: Natureview Farm	<ul style="list-style-type: none"> <li>• “Natureview Farm” case</li> </ul>
April 4	12	Presentation II: Clean Edge Razor	<ul style="list-style-type: none"> <li>• “Clean Edge Razor” case</li> </ul>
<b>After your presentation, email TA your peer evaluation forms (PDF).</b>			
<b>FINAL EXAM</b>		<b>SCHEDULED BY REGISTRAR’S OFFICE (APRIL 10 - 28)</b>	

## Required Readings

- NO textbook for this course.
- All readings are from Course Package: RSM250H1F are purchased online at this link <http://cb.hbsp.harvard.edu/cbmp/access/57060833>

## Course Package includes the following contents:

### Readings: (HBS = Harvard Business School)

1. "Marketing Research," by Robert J. Dolan (1991), HBS #9-592-034.
2. "Marketing Reading: Creating customer value," by Sunil Gupta (2014), HBS #8176.
3. "Market Segmentation, Target Market Selection, and Positioning," by Miklos Savary and Anita Elberse (2006), #9-506-019, HBS.
4. "Brand Positioning Statements," by Gerry Yemen and Ronald Wilcox (2012), UV5792, Darden Business Publishing, University of Virginia.
5. "Principles of Product Policy," by Anita Elberse (2006), #9-506-018, HBS.
6. "Marketing Communications," by Thales Teixeira (2012), #9-513-041, HBS.
7. "Understanding Brands," by Anat Keinan and Jill Avery, HBS #9-509-041.
8. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
9. "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. "Mountain Man Brewing Company: Bringing the Brand to Light," by Heide Abelli (2007), HBS Case #2069.
3. "Natureview Farm," by K Fleming (2007), HBS Case #2073.
4. "Clean Edge Razor: Splitting Hairs in Product Positioning," by J Quelch and H Beckham (2011), HBS Case #4249.

## Learning Activities, Evaluation, and Grades

Each student will be judged based on how well he or she has 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 Report	12%	Due EOS March 26
4) Group Case Presentation	5%	Last 2 classes – March 29 & April 5
5) Mid Term Exam	30%	February 14
6) Final Exam	40%	During the Final Exam Period
Total	100%	

Students may be required to submit their "Case Discussion Paper" to [www.turnitin.com](http://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.

### **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%)**

You are required to participate in three research studies to earn 3% toward your course grade. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour that you encounter in your courses by giving you more direct exposure to research in marketing and organizational behaviour.

To participate in research studies, sign-up for an account online at <http://rotman-credit.sona-systems.com>. Participation in the actual research study will take between 45 and 60 minutes. More detailed instructions on study participation and alternatives will be given in class.

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

The purpose of this project is for you to apply the knowledge learned in class to real-world marketing problems. You will follow a 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.

There are two cases to choose from: "Natureview Farm" and "Clean Edge Razor". Half of the class will work on one case, another half on the other case. The assignment to a case will be based on a first-come first-served basis.

You must work in groups of 5 to 6 students for this project. You must email your teaching assistant about your group/members and your case preference by Feb 3. Students who have not formed a group by Feb 7 will be assigned to a group by the TA. Thereafter, students will not be able to switch groups. Similarly, groups that have not chosen a case will be assigned to a case by the TA. Thereafter, groups will not be able to switch cases.

Please note that clear, concise, and correct writing will be considered in the evaluation of the case discussion paper. That is, you may 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 their writing skills are encouraged to visit the Academic Success Centre ([www.asc.utoronto.ca](http://www.asc.utoronto.ca)) or one of the College Writing Centres ([www.writing.utoronto.ca/writing-centres](http://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 should not be more than 15 pages, double-spaced in 12 point in a san 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 March 26. Any submission delivered after March 26<sup>th</sup> will not be accepted. I strongly encourage you to aim at finishing the final write-up one week before the deadline.
2. **Each student should email the TA a peer evaluation form on the evening of your presentation.** The peer-evaluation is conducted to ensure that all students do their fair share of the work. 15% of your grade for the case report is based on the peer evaluation. You need to provide a peer evaluation for every member of your group (excluding yourself), rate your peer's contributions, using a scale of 0 (lowest) to 5 (highest). Suppose your group has five people (including yourself), and that you receive 4, 4, 5, and 5. Your average peer evaluation score will be  $(4+4+5+5)/4 = 4.5$ . Your final score for the term project will be  $(4.5/5) * 15 + (\text{term project score}/100) * 85$ . A student who does not submit a peer review will receive a zero for his/her peer review grade.

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

Each group must present its case analysis in front of the entire class (to be determined) on March 28 or April 4 depending on case selection. You will submit a hard copy of your report at the time of the presentation. Each group member must participate in the presentation. The time allocation of each presentation is 12 minutes + 3 minutes for Q&A. All groups must submit electronic copies of their presentation, either a PowerPoint file or a PDF version, to the TA via email by March 26.

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, 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.

\*\* The Rotman Commerce Team Coach, Nouman Ashraf, may be reached at [nouman.ashraf@rotman.utoronto.ca](mailto:nouman.ashraf@rotman.utoronto.ca) for an appointment. 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 Tuesday February 14. 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.

### **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.

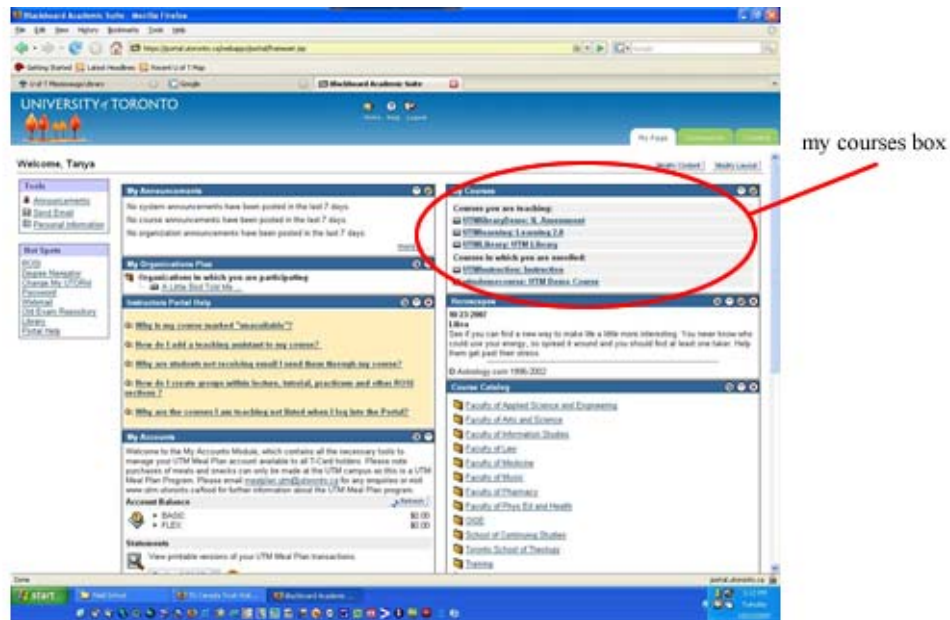
Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a report of illness made by the student and documented by the physician.

*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](http://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 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 account is 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, the 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 so as 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](mailto: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.