



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM 250 H1S (Sections L0201, L0301)

Principles of Marketing

Winter 2018

Course Meets:

- Section L0201, Monday 1:00-3:00pm, SS 1087 (Sidney Smith, 100 St. George Street)
- Section L0301, Monday 3:00-5:00pm, SS 1087 (Sidney Smith, 100 St. George Street)

Instructor: Prof. Ron Borkovsky, RT 574 (North Building), 105 St. George Street
E-Mail: ron.borkovsky@rotman.utoronto.ca
Webpage: <http://portal.utoronto.ca>
Phone: 416-946-5074
Fax: 416-978-5433
Office Hours: Tuesday 1:00-2:00pm
Teaching Assistant: Anokhi Dalvi - anokhi.dalvi18@rotman.utoronto.ca

Course Scope and Mission

This course introduces you to the key principles of marketing. After taking the course, (1). you will speak intelligently about daily marketing observations (new phones, prices, TV ads); (2). you can design marketing solutions to satisfy specific customer needs; and (3). you will understand the value of marketing to the society.

Course Co-requisites

RSM100H1/MGT100H1/RSM100Y1

Required Readings

- NO textbook for this course.
- All readings are from our electronic course package: *Principles of Marketing*, Winter 2018.
- To access our course package, (1) click on: <http://cb.hbsp.harvard.edu/cbmp/access/72276087> (2) you may need to create an account, (3) purchase the readings required (see below).
- If you have any technical difficulties, contact HBS directly at: 1-800-810-8858 or techhelp@hbsp.harvard.edu
- These materials will cost a total of \$67.45 US. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Course Package

Readings: (HBS = Harvard Business School)

1. "Marketing Reading: Creating customer value," by Sunil Gupta (2014), HBS #8176.
2. "Marketing Research," by Fareena Sultan (1991), HBS #9-592-013.
3. "Linking products and consumers: The consumer benefit ladder approach," by Marian Moore (2008), UV1216, University of Virginia.
4. "Market Segmentation, Target Market Selection, and Positioning," by Miklos Savary and Anita Elberse (2006), #9-506-019, HBS.
5. "Brand Positioning Statements," by Gerry Yemen and Ronald Wilcox (2012), UV5792, Darden Business Publishing, University of Virginia.
6. "Principles of Product Policy," by Anita Elberse (2006), #9-506-018, HBS.
7. "Marketing Communications," by Thales Teixeira (2012), #9-513-041, HBS.
8. "Understanding Brands," by Anat Keinan and Jill Avery, HBS #9-509-041.
9. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
10. "Going to market," by R Dolan (2000), HBS #9-599-078.
11. "Note on Low-tech Marketing Math," by Robert Dolan (1998), HBS #9-599-011.

Cases

1. "Ikea Invades America," by Youngme Moon (2004), HBS Case #9-504-094.
2. "Sephora Direct: Investigating in Social Media, Video, and Mobile," by Elie Ofek and Alison Wagonfeld (2012), HBS Case #9-511-137.
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.

Evaluation and Grades

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has command of the course materials.

<u>Work</u>		<u>Due Date</u>
Class Participation/Attendance	10%	Ongoing
Research Requirement	3%	See "Research Requirement" below
Group Case Report	12%	Due Mar 19
Group Presentation	5%	Last two classes
Midterm Exam	30%	
Final Exam	40%	During Final Examination period

COURSE FORMAT AND EXPECTATIONS

- **Turnitin.com**

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.

1. Class Participation

You are expected to prepare thoroughly and make every effort to attend every class. Given its very nature, the learning and quality of a marketing class are 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, Promotion of further discussion.

By default, every student who attends classes will receive partial grades for class participation. If you make positive contributions to class discussions, you can improve your evaluation. On the other hand, if you are late, if you miss classes or consistently make non-constructive comments, you may be penalized.

2. Research Requirement

Marketing and Organizational Behaviour researchers develop hypotheses and run experimental studies to test these hypotheses against actual behaviour. The research requirement in this course is intended to supplement the material on marketing and organizational behaviour by giving you more direct exposure to research in marketing and organizational behaviour. In order that you might better understand the research process, you may fulfill this 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

You will receive one point toward your course grade (out of 100) for each one-hour research study or article analysis that you complete, up to a maximum of three points.

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. You must complete three credits worth of studies to fulfill your research participation requirement in this course. Participation in research studies will take place from **January – March 30, 2018**.

Analysis of articles. To analyze an article, go to the Robarts library and find a copy of one of the approved journals. If you are in a marketing course, you may use the *Journal of Consumer Research*, the *Journal of Marketing*, or *Marketing Science*. If you are in an organizational behaviour course, you may use the *Academy of Management Journal*, the *Journal of Applied Psychology*, the *Journal of Organizational Behavior*, or *Personnel Psychology*. Look through the

articles from the previous three years until you find one that interests you. Read the article. Write a summary of: 1) the objectives and hypotheses of the article; 2) the importance of the issues to the marketing or organizational behaviour 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 marketers or organizational behaviour practitioners. The analysis will be graded on a pass/fail basis. You will need to review three articles to complete your research requirement. Please contact the Behavioural lab manager, Autumn Bynum (416-946-5072, autumn.bynum@rotman.utoronto.ca, Rotman 547), if you would like to analyze research articles to fulfill your research requirement. The analysis will be graded on a pass/fail basis. Please submit your summaries to Autumn Bynum by **March 30, 2018**.

You must do three studies (either three participations, three analyses of articles, or a combination of both). Each study or analysis of article will earn you 1% toward your grade. Altogether you can earn 3% toward your grade by doing three research studies.

3. Group Case Report

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 template that will be given to you by the instructor. When discussing your case, 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 5~6 students for this project. All group members in each group must be in the same section. You have to email TA about your group/members and your case preference **by Feb 1**. Students who have not formed a group by Feb 8 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: 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) 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.

- **Group case report (in PDF file) is due on Mar 21 at noon. You need to submit in Blackboard (with Turnitin function).** No late submissions will be accepted. (I strongly encourage you to aim at finishing the final write-up one week before the deadline.) No hard copy is required.
- Students who, for reasons beyond their control, are unable to submit the report by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

4. Group Case Presentation

Each group will present its case analysis in front of the entire class on last two classes, specific dates depending on case selection. Each group member needs to participate in the presentation. The time allocation of each presentation will be announced in February. Each group must submit electronic copies of their presentation—a PowerPoint file or a PDF version —via Blackboard **by Mar 21 at noon.**

Peer Evaluation

Each student is required to email TA a peer evaluation form by end of the day after group presentation. The peer-evaluation is conducted to ensure that all students 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 (very low) 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 teammate with that score. All ratings and explanations will be confidential. I and the TA will consider the evaluation when assigning final grades to group case report.

Group Work

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.

1. Read the document entitled, "Working in Teams: Guidelines for Rotman Commerce Students" which is available on the RC portal under the Academic Services tab.

2. 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 so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving differences:

Conflicts can – and do – occur. Conflicts are part of the team's process of learning how to work together effectively and can actually 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 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. & 6. Mid-Term and Final Examination

These will be closed book tests that cover material from the lectures, cases, and assigned readings in the course packet. **The midterm will be in class on February 12.** 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 be cumulative (cover the content of the entire semester).

Let the TA or instructor know if you have schedule conflict.

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. Provided that 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%).

Weekly Schedule

Tentative Weekly Schedule

Dates	#	Topics	Required readings in course package
Jan 8	1	Introduction to Marketing	<ul style="list-style-type: none"> “Creating customer value”
Jan 15	2	Value creation	<ul style="list-style-type: none"> “Marketing Research” “Linking products and consumers”
Jan 22	3	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> “Market Segmentation, Target Selection, and Positioning” “Brand Positioning Statements”
Jan 29	4	Products	<ul style="list-style-type: none"> “Principles of Product Policy”
Feb 2 Deadline: Email to TA your group forms (Group members & Case Selection)			
Feb 5	5	<ul style="list-style-type: none"> Case Discussion: Ikea 	<ul style="list-style-type: none"> “Ikea Invades America”
Feb 14	6	MIDTERM (in class)	
Feb 20 Reading Week (No class)			
Feb 26	7	Branding and Communication	<ul style="list-style-type: none"> “Marketing Communications” “Understanding Brands”
Mar 5	8	Pricing	<ul style="list-style-type: none"> “Principles of Pricing”
Mar 12	9	Channel Distribution	<ul style="list-style-type: none"> “Going to market” “Marketing Math”
Mar 19	10	Case Discussion: Sephora	“Sephora” & Preparation note
By Noon, Mar 21: Submit the presentation (Powerpoint/PDF) and case report (PDF) files in Blackboard!			
Mar 26	11	Presentation I: Natureview Farm	<ul style="list-style-type: none"> “Natureview Farm”
Apr 2	12	Presentation II: Clean Edge Razor	<ul style="list-style-type: none"> “Clean Edge Razor”
After class, email TA your peer evaluation forms.			
FINAL EXAM	SCHEDULED BY REGISTRAR’S OFFICE (APR 9 ~ 30)		

POLICY AND PROCEDURE

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>.

Marking 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:

- a) 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;
- b) 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
- c) 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.**

Marking 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.

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. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> 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:

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.

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.

Blackboard and the Course Page

The online course page for this course is accessed through Blackboard. To access the course page, go to the UofT Portal login at <https://portal.utoronto.ca/> and log in using your UTORid and password. Once you have logged in, look for the My Courses module where you'll find the link to all 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, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or explore additional Portal Information for Students at <http://portalinfo.utoronto.ca/content/information-students>.

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 (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of

course, excepted). 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.