

Course Outline

Course Code	MGT250
Course Name	Foundations of Marketing
Term, Year	Fall, 2022
Course Meets	Mondays from 9 am to 11 am / Bader Theatre
Web page URL	https://q.utoronto.ca

Instructor Details

Name	Email	Phone	Office Hours	Office Link
Dan Richards	Dan.richards@rotman.utoronto.ca	416 946-3297	Mon, Wed & Thurs, 1 pm to 4 pm	By email appointment

Teaching Assistants

Each student in the course will be assigned to one of the following Teaching Assistants for help with any questions:

Ange Faraj	ange.faraj@mail.utoronto.ca
Saanvi Gupta	saanvi.gupta@mail.utoronto.ca
Catherine Li	Catherine.li@mail.utoronto.ca
Nathan Lim	nathan.lim@mail.utoronto.ca
Aaryan Malhotra	aaryan.malhotra@mail.utoronto.ca
Isabella Spoor	Isabella.spoor@mail.utoronto.ca
Anette Zia	anette.zia@mail.utoronto.ca

Course Scope and Mission

Foundations of Marketing is designed to introduce students to the key principles of marketing. After taking the course:

1. You will understand the fundamentals of marketing, including market definition, consumer behaviour, segmentation, targeting, positioning, marketing analysis, strategy and execution (including product development, branding, pricing, distribution and communication.)
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.

Course Expectations and Commitments

My commitment

My goal is to make this course the best possible use of your time by delivering relevant lectures that address key principles of marketing. I aim to use class time efficiently and employ practical examples that address current issues in marketing. I will also do my best to answer all questions in a clear and thoughtful fashion.

Your Commitment

To get the most out of this course, you should plan to arrive on time for classes. You should thoroughly review assigned readings and cases in advance of class. Finally you should actively participate in class discussions and carefully listen to and respect the views of your classmates.

Course Prerequisite

Successful completion of MGT 100 is required to take this course.

Course Materials

Required Texts

Readings from this course will be drawn from Principles of Marketing, an online publication that is available at no cost. The link to this text is below:

<https://open.lib.umn.edu/principlesmarketing/front-matter/publisher-information/>

Electronic Course Materials

Links to assigned videos and articles will be posted in Quercus. There will be no cost for these.

This course will be using the following electronic course materials:

1. "Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr. Dre" by Robert J. Dolan (2019), HBS # 9-518-036.
2. "Canada Goose: The South Korean Opportunity" by Jesse Silvertown, 9B11A036
3. "Glossier: Co-Creating a Cult Brand with a Digital Community" by Jill Avery (2019), HBS #9-519-022.
4. "Ikea in China: An Arduous Journey" by Li-Qun Wei (2018), Ivey Publishing #9B18M111.
5. "Mountain Man Brewing Company: Bringing the Brand to Light", HBS #2069
6. "S'well: The Mass Market Decision," by Youngme Moon (2016), HBS #9-317-019.
7. "Building an Ecommerce Brand at Wayfair" (HBS 9-516-018)

The use of these materials complies with all University of Toronto policies which govern fees for course materials. These materials will cost of \$36.90. Please note that students should be eligible for an additional discount, however, when you register / set up your account with Ivey, you need to put in "**Rotman School of Management,**" NOT University of Toronto as your organization.

Please see the step by step instructions below to purchase the materials required for your course.

Course: Foundations of Marketing

Professor(s): Dan Richards

Starting: September 6, 2022

Ending: December 23, 2022

1. Go to the Ivey Publishing website at www.iveypublishing.ca
2. Log in to your existing account or click "Register" to create a new account and follow the prompts to complete the registration. If registering, choose the "Student" role.
3. Click on this link or copy into your browser: <https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000E8v93EAB>
4. Click "Add to Cart".
6. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
7. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
8. Once you have completed your order, click on your username on the top right --> Orders --> Downloads

Use of Devices

Except when participating in polls, to maximize learning for yourself and your classmates I ask students to keep all devices on silent and out of sight during class. I'll explain more about this at the first class.

Evaluation and Grades

Grades are a measure of the knowledge and skills developed by a student within individual courses. Each student will receive a grade on the basis of how well they have command of the course materials, skills and learning objectives of the course.

Work	Percentage of grade	Due Date
Posting of class lessons	10%	Ongoing
Weekly quizzes	20%	Ongoing
Submitting assignments	5%	Ongoing
Research requirement	5%	Ongoing
Final Term Test	60%	Exam Period

Posting of Class Lessons (10%)

At the end of each class, students will be asked to post key lessons from the class into a google doc on Quercus.

Weekly Quizzes (20%)

At the start of each class, students will have five minutes to log into Quercus and answer multiple choice questions based on the case and readings assigned for the current week.

Submitting Assignments (5%)

On a few occasions during the course, students will be asked to submit short assignments in advance of the next class.

Final Examination (60%)

The final exam for the course will take place during the exam period in December.

Research Requirement (5%)

Marketing and Organizational Behaviour researchers run experimental studies to test theories about human behaviour. The research requirement is intended to supplement this course's material, by giving you direct exposure to research in these fields. You may fulfill this requirement by:

1. Participation in three hours (credits) of research studies, *or*
2. Analysis of three research articles, *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 percentage values, as determined by the professor (check your syllabus). You will receive one credit for each one-hour of research participation you complete, or per each article analysis you write.

Using Sona: 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, Behavioural.Lab@rotman.utoronto.ca, email addresses to your contact list. This will ensure that registration, password reset links, and important updates regarding your account/study participation are not mistakenly marked as spam.

Former Participants: those with existing BRL credit-pool accounts on SONA can use their previous credentials to log-in, and immediately begin registering for courses and studies. **New Users:** your account has already been created for you by our Lab Manager. This account is linked to your "[Username][@mail.utoronto.ca](mailto:[Username]@mail.utoronto.ca)" email address, and a link to complete the 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 your email.

Please familiarize yourself with the “**Student Research-Participation Guide**,” made available to you by your professor: this guide, as well as the FAQ on Sona, cover all the pertinent steps and criteria for registering for studies and completing your participation requirement through either study participation or article analyses. Feel free to email Behavioural.Lab@rotman.utoronto.ca if you have any question.

Research opportunities for the Winter session are anticipated to begin the week of **September 12th, 2022**, and end on **December 5th, 2022**.

Missed Tests and Assignments (including final-term assessments)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration. In such cases, students must:

1. Notify the instructor AND the Rotman Commerce Program Office **on the date** of the missed course deliverable, e.g. missed test, final assessments, assignment or class (in the case of participation marks).
2. Complete a [Request for Special Consideration Form](#) and submit it along with your Absence Declaration on [ACORN](#) (please read the instructions on how to use the Absence Declaration in ACORN) within **2 business days** of the originally scheduled course deliverable.

Students who do not provide this information will be given a grade of 0 (zero) for the missed course deliverable.

Late Assignments

All assignments are due on the date and at the time specified in Quercus. Late submissions of pre class assignments will not receive credit.

Students who, for reasons beyond their control, are unable to submit an assignment 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.

Statement on Equity, Diversity and Inclusion

The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another’s differences. U of T does not condone discrimination or harassment against any persons or communities.

Commitment to Accessibility

The University is committed to inclusivity and accessibility, and strives to provide support for, and facilitate the accommodation of, individuals with disabilities so that all may share the same level of access to opportunities and activities offered at the University.

If you require accommodations for a temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please [email Accessibility Services](#) or [visit the Accessibility Services website for more information](#) as soon as possible. Obtaining your accommodation letter may take up to several weeks, so get in touch

with them as soon as possible. If you have general questions or concerns about the accessibility of this course, you are encouraged to reach out to your instructor, course coordinator, or Accessibility Services.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarship at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the U of T 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](#) 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 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 U of T or RC resources such as the RC Centre for Professional Skills, the 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 U of T 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 ACORN. For more information visit the [Information Commons Help Desk](#).

Forwarding your utoronto.ca email to a Gmail or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Gmail 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.

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. Students who have been previously granted permission to record lectures as an accommodation for a disability are excepted. This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission for recording 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 any way. It is forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

Weekly Schedule

Note: The topics and readings below are subject to change. After each class, assignments for the following week will be posted in Quercus.

Class #	Date	Topic	Readings from online textbook	Case Discussion
1	September 12	Introduction & Overview	None	
2	September 19	Value Creation	Chapters 1 & 2	
3	September 26	Consumer Behaviour	Chapter 3	
4	October 3	Segmentation, Targeting, Positioning	Chapter 5	Bose
5	October 17	Product Strategy Part 1	Chapter 6	Mountain Man
6	October 24	Product Strategy Part 2	Chapter 7	S'Well
7	October 28	Distribution	Chapter 8	IKEA in China
8	November 13	Marketing Communication	Chapter 11	Glossier
9	November 20	Digital Marketing	Chapter 12	Wayfair
10	November 27	Pricing Part 1	Chapter 15	Trianapham (Note: This case is not part of the electronic case package)
11	December 5	Pricing Part 2, Market Research	Chapter 10	TBD
12	December 8	Course Wrapup	Chapters 14 & 16	Canada Goose
	Assigned during exam period	Final Exam		

Please note that the last day you can drop this course without academic penalty is November 16, 2022.

Course Instructor: Dan Richards

Dan Richards has taught in Rotman's MBA program since 1992 and in the Commerce program since 2016. Dan has received numerous awards for excellence in teaching based on student evaluations and his sections of the introductory Principles of Marketing course in the Commerce program have obtained an outstanding response from students. Earlier this year he was voted "Best Prof" by the 2022 graduating MBA class.

Dan started his career in consumer packaged goods marketing and worked in the financial industry from 1989 to 2016. In the 1990s, he built and sold two start-ups, the first to Environics Research Group in 1998 and the second to Rogers Communications in 2001. From 2002 to 2004 he served as CEO and led the turnaround and subsequent sale of a public company that was one of Canada's largest mutual fund and insurance distribution organizations, with 3500 advisors.

Dan has contributed a regular column to the Globe and Mail Report on Business and his book *"Getting Clients Keeping Clients: The Essential Guide for Financial Advisors"* was an international best seller, recognized by a leading U.S. organization for financial advisors as the best resource on client communication. Dan is also a frequent guest on Business New Network and has written weekly columns for three leading Canadian and American publications for financial advisors.

In 2019, Dan was asked to take on the role of Academic Director for Rotman's Flexible Internship Program. He holds an undergraduate degree in economics from McGill University and an MBA from Harvard Business School. When not teaching at Rotman, Dan sits on the boards of six not for profit organizations, four that work in Toronto and two that operate in East Africa.

Other Useful Links

- [Become a volunteer note taker](#)
- [Accessibility Services Note Taking Support](#)
- [Credit / No-Credit in RSM courses](#)
- [Rotman Commerce Academic Support](#)

URL links for print

- Book an appointment with a writing or presentation coach: <http://uoft.me/writingcentres>
- Writing and Presentation Coaching academic support page: <https://rotmancommerce.utoronto.ca/current-students/academic-support/writing-and-presentation-coaching/>
- Centre for Professional Skills Teamwork Resources page: <https://rotmancommerce.utoronto.ca/teamwork-resources>
- Book an appointment with a Teamwork Mentor: <http://uoft.me/writingcentres>

- Request for Special Consideration Form: <https://rotmancommerce.utoronto.ca/current-students/forms-requests-and-appeals/forms/>
- ACORN: <http://www.acorn.utoronto.ca/>
- Email Accessibility Services: accessibility.services@utoronto.ca
- Accessibility Services website: <http://studentlife.utoronto.ca/as>
- University's Plagiarism Detection Tool FAQ: <https://uoft.me/pdt-faq>
- The University of Toronto's Code of Behaviour on Academic Matters: <http://www.governingcouncil.utoronto.ca/policies/behaveac.htm>
- Information Commons Help Desk: <http://help.ic.utoronto.ca/category/3/utmail.html>
- Become a volunteer note taker: <https://studentlife.utoronto.ca/program/volunteer-note-taking/>
- Accessibility Services Note Taking Support: <https://studentlife.utoronto.ca/service/note-taking-support/>
- Credit / No-Credit in RSM courses: <https://rotmancommerce.utoronto.ca/current-students/degree-requirements/credit-no-credit-option/>
- Rotman Commerce Academic Support: <https://rotmancommerce.utoronto.ca/current-students/academic-support/>