

Course Outline

Course Code	RSM 250 H1 F
Course Name	Principles of Marketing
Term, Year	Fall, 2023
Course Meets	L0101 Tu 9-11, SS L0201 Tu 1-3, VC L0301 Tu 3-5, VC
Web page URL	https://q.utoronto.ca

Instructor Details

Name	Email	Office Hours	Virtual Office Link
Prof. Rhia Catapano	For course administration questions: Rsm250.team@gmail.com For marketing content related questions: rhia.catapano@rotman.utoronto.ca	Monday 2:00-4:00pm EST or by email appointment	Email to schedule in-person or online appointment

Course Scope, Mission and Learning Outcomes

This course will introduce you to the key principles of marketing. After taking the course:

1. You will be able to speak intelligently about daily marketing observations (e.g., prices, ads)
2. You will know how to design marketing solutions that address consumer needs and
3. You will understand principal marketing functions including strategy, product development, branding, pricing, distribution, and communication.

Course Materials

Required Readings and Electronic Course Materials

- All readings are in the electronic course package, *Principles of Marketing*, Fall 2023.
- You are expected to do each week's assigned readings before that week's lecture.
- To purchase the course package,
 - Go to the Ivey Publishing website at www.iveypublishing.ca
 - Login or create a new student account using Rotman School of Management as your organization.
 - The course packet is available at:
<https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000E8sU6EAJ>
- If you have any technical difficulties, contact cases@ivey.ca or Rachel Hill (rhill@ivey.ca).
- These materials will cost a total of **\$58.95**. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Required Readings

First Two Readings: accessible online for free (not in Electronic Course Package)

1. "[Marketing Myopia](https://doi-org.myaccess.library.utoronto.ca/10.1300/J111V04N04_07)," by Ted Levitt (1960). (The link brings you to U of T's library online.)
2. "Marketing Research" Chapter [10.2](https://open.lib.umn.edu/principlesmarketing/chapter/10-2-steps-in-the-marketing-research-process/). (Free online access via links.)

Other Readings: In Electronic Course Package (HBS = Harvard Business School)

3. "Market Segmentation, Target Market Selection, and Positioning," by Miklos Savary and Anita Elberse (2006), HBS #9-506-019.
4. "Principles of Product Policy," by Anita Elberse (2006), HBS #9-506-018.
5. "Understanding Brands," By Anat Keinan and Jill Avery, HBS #9-509-041.
6. "Marketing Communications," by Thales Teixeira (2012), HBS #9-513-041.
7. "Going to Market," by Robert J. Dolan (2000), HBS #9-599-078.
8. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
9. "Note on Behavioral Pricing," by John T. Gourville (1999), HBS #9-599-114.

Cases

1. "Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr. Dre," by Robert J. Dolan (2019), HBS # 9-518-036.
2. "Ikea Invades America," by Youngme Moon (2004), HBS #9-504-094.
3. "Glossier: Co-Creating a Cult Brand with a Digital Community," by Jill Avery (2019), HBS #519-022.
4. "OOFOS Recovery Footwear," by Sunil Gupta and Celine Chammas (2022), HBS #9-523-003.

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
Class Participation/Attendance	15%	Ongoing
Online Quizzes	15%	Ongoing
Research Requirement	3%	See "Research participation requirement" in this document
Group Case Report	17%	Due December 4
Group Case Presentation	10%	December 4
Final Term Test	40%	During Final Assessment Period

Course Format and Expectations

1. Class Participation

This course will include much discussion. Participation in this discussion will be absolutely critical to benefit fully. We are less concerned with "right" or "wrong" answers than we are with thoughtful contributions which follow the discussion, add to the debate, or move it in a new

direction. Furthermore, we don't want to have a situation where everyone is competing for airtime. So, we grade participation according to the following expectations:

- Participation points are mainly given for case discussions, discussions of examples, in-class exercises, etc. Moreover, participation points are given for answering questions that the instructor poses to the class. There are no participation points for asking clarification questions during the lecture portion of a class.
- Everyone will be expected to show up and to be prepared for class. If you must miss a class, please advise me and the TA before the class on why you will be missing the class. Students who repeatedly arrive late to lectures or who miss lectures without a legitimate reason will have their class participation grade lowered.
- Good participation means quality of participation, as opposed to quantity. The following questions will be considered in grading participation:
 - Do comments interpret or integrate facts (presented in cases and examples) using theories, concepts, and analytical tools presented in the readings and lectures?
 - Can the participant provide insights on why certain market phenomena being discussed in class are observed? Furthermore, can they add to the concepts being discussed in class with suitable examples?
 - Can the participant show the ability to challenge the concepts being discussed in class by giving counter-examples/reasons?
 - Does the participant listen to other comments? Is the participant able to build on and evaluate other comments? Does the participant learn from and show respect for other speakers and their points of view?
 - Most importantly, participation points are not given for the 'right' answers. Instead, *participation points are given if a student comes up with any insight, right or wrong, as long as he/she can support it with reasons/examples*. In a similar vein, any comment, although correct, if not backed up by reasons will not be awarded any participation points.

2. Quizzes

At the beginning of each class, the quiz for that week will become available on Quercus. The quizzes are based on the assigned reading materials, the recorded videos, and class discussions in previous weeks. Quizzes will be open for 10 minutes at the beginning of class, then will be closed.

3. Research Participation Requirement

Marketing and Organizational Behaviour researchers run experimental studies to test theories about human behaviour. The research requirement in this course is intended to supplement the course 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 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 grade for each one-hour of research study participation you complete: each credit-point may be comprised of a

single 1-point study, two 0.5 credit studies, or an article analysis that you complete, up to a maximum of three points for this course.

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 email contact list. This will ensure that registration and password reset links, as well as important updates regarding your account and the study participation assignments are not mistakenly marked as spam.

New Users: If you're new to the credit pool, you will need to request an account

Former Participants: Those with existing BRL credit-pool accounts on Sona can use their previous credentials to log into Sona

Trouble Logging In: If the website says you already have an account, but you do not have the log-in information, please use the “**Forgot Password**” feature on the Sona log-in page to have these credentials sent to your email. Your log-in email will be “[Username][@mail.utoronto.ca](mailto:mail.utoronto.ca)”

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 questions.

Research opportunities are anticipated to begin by week 3 of the term, and end in week 11. Do not wait until the last minute to complete the research requirement – there are not always many studies at the end of the semester.

4. Group Case Paper

The purpose of this project is for you to apply the knowledge learned in class to a real-world marketing problem. You will follow a case analysis template that will be given to you by the instructor. When you discuss your case, keep in mind that both creativity and the actual problem solution matter.

You must work in groups of 5-6 students for this project. The instructor will form the groups and inform the students.

- **Group case report (in PDF file) is due on December 4 at 5PM. You need to submit in Quercus (with Original 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.**
- The paper should not be more than 15 pages, double-spaced in 12 point Times New Roman font, including any cover page, tables, figures and appendices, and have a 1-inch margin all around. Note that we will not read and consider the content of the pages that go beyond the maximum number of pages allowed.
- 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.

5. Group Case Presentation

Each group will present its case analysis in the last week of class. Each group member needs to participate in the presentation. The time allocation of each presentation will be announced after groups are finalized. Each group must submit electronic copies of their presentation—a PowerPoint file or a PDF version—via Quercus by November 30 at 5 PM.

Peer Evaluation

Each student is required to submit a peer evaluation form by the end of the day after group presentation. 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.

6. Final Exam

The final assessment will cover material from the lectures, cases, and assigned readings in the course packet. It may consist of short-answer and essay questions. The final will be held during the end-of-term exam period.

Writing Assignments or Presentations

The group case project presentation and paper are intended to help you develop your communication skills. How well you communicate your ideas, in writing or orally, will be considered in the evaluation of the assignment. In your written assignments, you should aim for clarity, strong organization, concision, professionalism, and correct grammar. Your presentations should reflect strong planning and organization, clarity of speech, and an engaging demeanour. Sources, whether in written or presentation assignments, should always be correctly attributed.

Support is available through the RC Centre for Professional Skills (CPS) for students who would like help or feedback on their writing or speaking (presentations). CPS offers both individual and group appointments with trained writing instructors and presentation coaches who are familiar with the RC program and common types of business assignments. You can also access your college Writing Centres for help with written assignments.

You can book an appointment with a writing or presentation coach through the RC Centre for Professional Skills Writing Centre. For more information about writing centres, student supports, and study resources, see the [Writing and Presentation Coaching academic support page](#).

Team or Group Assignments

The group project requires students to work in teams of 5-6. Learning to work together in teams is a crucial transferrable skill you will use not only in your coursework, but also in your future careers. Support is available if you encounter common teamwork challenges such as:

- Team members feeling left out of the team.
- Team members not responding in a timely manner to communication.
- Division or quality of work among team members being unequal or unfair.

Consult the [Centre for Professional Skills Teamwork Resources page](#) for tips, strategies, and best practices. You can also [book an appointment with a teamwork mentor](#) through the RC Centre for Professional Skills Writing Centre. Teamwork mentors can help you resolve or mitigate conflict, strategize on planning, or improve team communication.

If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, consult with your Accessibility Advisor about the teamwork in this course.

Missed Tests and Assignments (including mid-term and final-term assessments)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration **within 2 business days** of the missed midterm/test/assignment due date.

In such cases, students must:

1. Complete the Request for Special Consideration form: <https://uoft.me/RSMConsideration>
2. Provide documentation to support the request, eg. Absence Declaration from [ACORN](#), medical note etc.

Please note: As of September 2023, students may use the Absence Declaration on ACORN ***one time per term*** to report an absence and request consideration. **Any subsequent absence will require a [Verification of Illness form](#) or other similar relevant documentation.**

Students who do not submit their requests and documentation within 2 days may receive a grade of 0 (zero) on the missed course deliverable.

With appropriate documentation: For the final exam, an alternative exam will be offered at a later date. For weekly quizzes, the quizzes can be reopened within 1 week of their original date. After 1 week, the quiz will be removed from final grade calculation and the weight will be shifted to other quizzes.

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.

Original

Normally, students will be required to submit their course essays to the University's plagiarism detection tool 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 tool's reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of this tool are described on the [University's Plagiarism Detection Tool FAQ](#) page from Centre for Teaching Support & Innovation.

Generative AI / ChatGPT

The use of generative artificial intelligence tools, including ChatGPT and other AI writing assistants, for the completion of, or to support the completion of, an examination, term test, assignment, or any other form of academic assessment, may be considered an academic offense in this course.

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 questions 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.

Tentative Weekly Schedule (subject to change)

Session	Dates	Topics	Readings for BEFORE class
1	Sep 12	Introduction to Marketing	Review course outline
2	Sep 19	Value Creation, Market Research, and Consumer Behaviour	“Marketing Myopia” “Marketing Research”
3	Sep 26	Segmentation, Targeting, and Positioning	“Market Segmentation, Target Selection, and Positioning”
4	Oct 3	Products	“Principles of Product Policy”
5	Oct 10	Brands	“Understanding Brands”
6	Oct 17	Marketing Communications (Promotion)	“Marketing Communications”
7	Oct 24	Case Discussion: Bose vs Beats	Bose case
8	Oct 31	Channel Distribution	“Going to Market”
Fall Reading Week (November 6 - November 10): No class; get some rest!			
9	Nov 14	Pricing	“Principles of Pricing” “Note on Behavioral Pricing”
10	Nov 21	Case Discussion: Ikea	Ikea case
11	Nov 28	Case Discussion: Glossier Course wrap-up	Glossier case
By 5 PM, Monday December 4: Submit presentation and case report files on Quercus			
12	Dec 5	Presentations	OOFOS case After class: Submit Peer Evaluation forms.
FINAL EXAM		SCHEDULED BY REGISTRAR’S OFFICE: DECEMBER 9 TO DECEMBER 20	

Please note that the last day you can drop this course without academic penalty is November 6, 2023.

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

- 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/>
- 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>