

# Course Outline

<b>Course Code</b>	RSM 250 H1 F
<b>Course Name</b>	Principles of Marketing
<b>Term, Year</b>	Fall, 2023
<b>Course Meets</b>	L0401: Thursday 9:00 – 11:00, RW L0501: Thursday 13:00 – 15:00, SS L0601: Thursday 15:00 – 17:00, SS
<b>Web page URL</b>	<a href="https://q.utoronto.ca">https://q.utoronto.ca</a>

## Instructor Details

Name	Email	Office Hours	Virtual Office Link
Dinara Akchurina	<a href="mailto:Rsm250rotman@gmail.com">Rsm250rotman@gmail.com</a>  -Use this address to contact the instructor and/or the TAs. Write your section # in the subject line.	Friday 13:00 – 15:00 (or email for alternative time)	Book via <a href="#">MS Booking</a>  Or email to schedule an in-person or online meeting)

## Course Scope, Mission and Learning Outcomes

This course is designed to introduce you to the fundamentals of contemporary marketing through the discussion of theoretical and practical aspects of modern marketing management and application of marketing principles to real-world cases. You will learn the basic concepts of market definition, consumer behaviour, and the principal marketing functions: STP, product development, branding, pricing, distribution, and communication.

## Course Materials

- There is NO textbook. Instead, some readings are accessible online, and others are in the Electronic Course Package, *Principles of Marketing – RSM 250 (Fall 2023)*. Please purchase all readings from the Electronic Course Package.
  - To purchase the course package, click on <https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000FvYD1EAN> You may need to create an account. If registering, choose the “Student User” role and use the UofT email address. If you have any technical difficulties, contact Ivey directly at [cases@ivey.ca](mailto:cases@ivey.ca)
  - These materials will cost a total of \$59.40 CAD. The use of these materials complies with all University of Toronto policies which govern fees for course materials.
- You are expected to do each week’s assigned readings before that week’s class meeting

### Readings accessible online (for free):

1. "[Marketing Myopia](#)," by Ted Levitt (1960). (The link brings you to U of T's library online)
2. "Marketing Research" Chapter [10.1](#) and [10.2](#). (Free online access via links)

### Readings in the Electronic Course Package

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 in the Electronic Course Package

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 #9-519-022.
4. "OOFOS Recovery Footwear" by Sunil Gupta, 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	15%	Ongoing
Weekly Quizzes	15%	Ongoing
Research Requirement	3%	See "Research Requirement" below
Group Case Report	17%	Electronic copy due November 28
Group Case Presentation	10%	Electronic copy of slides due November 28 and peer evaluations are due December 2 <sup>nd</sup> . Presentations generally take place during the last class; some group presentations may be scheduled outside the regular class time
Final Assessment/Exam	40%	During Faculty of Arts & Science Final Examination period

# Course Format and Expectations

The course is delivered in person with weekly class meetings. Some lecture materials will be delivered asynchronously and posted on Quercus.

## 1. Class Participation

Students are expected to prepare thoroughly and make every effort to attend every class. If you must miss a class, please advise the Instructor/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.

As class participation is a graded component of the course, students will be evaluated on the following:

- Thoughtful responses
- Understanding and analysis of topic
- Idea generation
- Promoting further discussion
- Respectful active listening and attentiveness

While attendance is necessary for students to participate in class discussions, attendance on its own will not result in a high participation grade. Students must actively contribute and participate by exhibiting the components listed above. There are no participation points for asking clarification questions.

Given its very nature, the learning and quality of a marketing class are directly related to your willingness and ability to contribute to the discussions during our regular meetings. Please feel free to raise an opinion or offer an analysis no matter how different it is from the emerging theme in the class, or how unusual it may be. In the meetings, we are less concerned with “right” or “wrong” answers than we are with thoughtful contributions which follow the discussion and either add to the debate or move it in a new direction. While contributing to the discussion, focus on quality and not on quantity. Please remember that civility and respect for others’ opinions are important attributes to possess in the give and take of classroom debate.

Each student should sit in the same seat during every class and have a name tag. This makes it easier for the instructor to keep track of participation.

## 2. Weekly Quiz

Every class meeting there will be a short quiz. The quizzes will normally take place in the beginning of the class meeting; please make sure you arrive on time. The quiz questions could be based on assigned reading materials, lectures, and class discussions. Quizzes will be posted on Quercus and should be completed online, so please make sure to bring your own laptop with a working Internet connection. The Quercus quiz system does not accept late submissions. In case you are not able to bring your device to in-person meetings, send an e-mail at least 12 hours in advance, and you’ll be provided with a paper copy.

### 3. Research Requirement

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. You will receive one credit for each one-hour of research participation you complete, up to a maximum of three credits.

#### **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](mailto:rotman-admin@sona-systems.net), and Behavioural Research Lab, [Behavioural.Lab@rotman.utoronto.ca](mailto: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" 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" (it will be made available to you on Quercus); 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](mailto:Behavioural.Lab@rotman.utoronto.ca) if you have any question.

Research opportunities for the Fall session are anticipated to begin the week of **September 18th, 2023, and end on December 1st, 2023.**

### 4. Group Case Report and Presentation

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. When discussing 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. All members of each group must be in the same section. **You should submit your group members' official names by October 2 at**

**11:59 PM. Students who have not formed a group by this time will be assigned to a group by the TA. Thereafter, students will not be able to switch groups.**

### Case Report

- Group case report (in PDF file) is due on November 28th. You need to submit it on Quercus. No late submissions will be accepted. I strongly encourage you to aim at finishing the final write-up at least 2 days before the deadline. No hard copy is required.

### Presentation

- Groups will present the case analysis on the last class. Some groups may be scheduled outside the regular class time (a survey will be run beforehand to accommodate all teams). 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 28<sup>th</sup>. No late submissions will be accepted. Please note that individual grades for the presentation may vary within the members of the same group depending on individual contribution to the group presentation, so aim at splitting the time evenly between the members.

### **Written and Oral Communication Skills**

Group case project (report and presentation) is 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](#).

### **Working in Teams**

Group case project (report and presentation) requires students to work in teams. 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.

### **Peer Evaluation**

Each student is required to submit a peer evaluation form by December 2nd. 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 below 4 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 project assignments. The failure to submit peer evaluation may impact your group case assignments grades.

## **5. Final Assessment/Exam**

The final assessment/exam will cover all material studied in the course (including lectures, class discussions, assigned readings and cases in the course package). It may consist of short-answer and essay questions. It will be held during the final assessment period.

### **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.

Students who did not complete the quiz/missed a class for reasons entirely beyond their control must send the email to the instructor beforehand, or on the date of the class, to request a reopening of the quiz/make up assignment. To receive participation points, students will be asked to submit short answers to the questions on the class topic provided by the Instructor.

## Late Assignments

All assignments are due on the date and at the time specified in Quercus. Assignments submitted after this date will not be accepted. 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.

## 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

Students may not use AI to answer quizzes or final exam problems. However, students may use artificial intelligence tools, including generative AI, in this course as learning aids to prepare for class or to help produce case project assignment (case report and presentations); this latter use must be documented in an appendix (of the written report or presentation slides). The documentation should include what tool(s) were used and how they were used. Please note that while AI can be very helpful in improving the quality of writing, AI could also generate claims that sound plausible but clearly wrong to an expert. Students are ultimately accountable for the quality of work they submit.

## 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

Session	Date	Topic	Readings
1	Sep 7	Introduction to Marketing	Review Course Outline
2	Sep 14	Value Creation, Market Research and Consumer Behavior	<a href="#">"Marketing Myopia"</a> "Marketing Research", Chapter <a href="#">10.1</a> and <a href="#">10.2</a>
3	Sep 21	Segmentation, Targeting and Positioning	"Market Segmentation, Target Selection, and Positioning"
4	Sep 28	Products	"Principles of Product Policy"
<b>By 11:59 PM, Oct 2nd: submit your group members' names (as they appear on Quercus)</b>			
5	Oct 5	Brands	"Understanding Brands"
6	Oct 12	Marketing Communication	"Marketing Communications"
7	Oct 19	Case Discussion 1: Bose	"Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr. Dre"
8	Oct 26	Channel Distribution	"Going to Market"
9	Nov 2	Pricing	"Principles of Pricing" "Notes on Behavioral Pricing"
<b>Nov 9 Reading Week (no classes, get some rest!)</b>			
10	Nov 16	Case Discussion 2: Ikea	"Ikea Invades America"
11	Nov 23	Case Discussion 3: Glossier	"Glossier: Co-Creating a Cult Brand with a Digital Community"
<b>By 23:59 PM, April 3: Submit presentation and case report files to Quercus.</b>			
12	Nov 30	Presentations	"OOFOS Recovery Footwear"
<b>After class presentations: Submit Peer Evaluation forms by Dec 2nd</b>			
<b>Final Assessment, Scheduled by Registrar's Office: Dec 9 - 20</b>			

**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](mailto: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>