

Course Outline

Course Code	MGT250
Course Name	Fundamentals of Marketing
Term, Year	Fall, 2023
Course Meets	Mondays from 9 am to 11 am in OISE auditorium G162
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:

Chloe	Chau	chloeky.chau@mail.utoronto.ca
Ange	Faraj	ange.faraj@mail.utoronto.ca
Saanvi	Gupta	saanvi.gupta@mail.utoronto.ca
Niko	Karantzoulis	niko.karantzoulis@mail.utoronto.ca
Catherine	Li	catherinejw.li@mail.utoronto.ca
Nathan	Lim	nathaniel.lim@mail.utoronto.ca
Aaryan	Malhotra	aaryan.malhotra@mail.utoronto.ca
Namita	Pise	namita.pise@mail.utoronto.ca
Stephanie	Staibano	stephanie.staibano@mail.utoronto.ca
Anette	Xia	anette.xia@mail.utoronto.ca

Course Scope, Mission and Learning Outcomes

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

1. You will understand the core concepts involved in marketing, including consumer behaviour, segmentation, targeting, positioning, marketing analysis, strategy and tactical execution, including product development, branding, pricing, distribution and communication.
2. You will be able to make basic marketing decisions to profitably satisfy customer needs.
3. You will understand the value of marketing within 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 on 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. "Chase Sapphire: Creating a Millennial Cult Brand", HBS #9-518-024
4. "Glossier: Co-Creating a Cult Brand with a Digital Community" by Jill Avery (2019), HBS #9-519-022.
5. "Ikea in China: An Arduous Journey" by Li-Qun Wei (2018), Ivey Publishing #9B18M111.
6. "Mountain Man Brewing Company: Bringing the Brand to Light", HBS #2069
7. "S'well: The Mass Market Decision," by Youngme Moon (2016), HBS #9-317-019.
8. "Building an Ecommerce Brand at Wayfair" (HBS 9-516-018)

In addition to the above cases in the case package, links to articles such as Marketing Myopia and the Triapham case will be posted on Quercus in advance of the class where they are assigned.

Note that the use of these materials complies with all University of Toronto policies which govern fees for course materials. These materials will cost \$42.80. Please see the step by step instructions below to purchase the materials required for your course.-

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/a1R5c00000FvXaKEAV>
4. Click "Add to Cart".
5. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process.
6. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen.
7. Once you have completed your order, click on your username on the top right --> Orders --> Purchases

IMPORTANT:

Access to downloadable files will expire on the course end date, so be sure to save a copy on your computer. The downloadable file is a PDF document that can be opened using Adobe Reader. This material is for your personal use only and is not to be shared, reproduced, or distributed in any form.

NEED HELP?

Contact your Teaching Assistant directly or email Ivey Publishing's Customer Support Team via a [Service Ticket](#)

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
Weekly quizzes	20%	Ongoing
Weekly key takeaways	20%	Ongoing
Submitting assignments	10%	Ongoing
Research requirement	10%	Ongoing
Final Term Test	40%	Exam Period

Course Format and Expectations

Weekly Quizzes (20%)

In the first half of each class, students will log into Quercus and answer questions based on the video, case and readings assigned for the current week. All quizzes will have multiple choice questions, which you will have five minutes to complete.

Weekly Key Takeaways (20%)

Starting with class 2, at the end of each class, students will be asked to post three key lessons from the class into a google doc on Quercus. Note that class lessons must be posted no later than 11:30 am on the day of the class to receive credit. As long as the takeaways relate to content covered in that class, students will get full grades. Posting less than three takeaways will result in partial credit for submitting these.

Note: Requesting an Excused Absence for Quizzes and Posting of Class Lessons

If you need to miss a class due to illness, to avoid losing marks for missing a quiz and for not submitting class lessons you must:

1. **Email your Teaching Assistant no later than 8 a.m. on the day of the class.** Students who send an email after 8 a.m. will not receive an excused absence.
2. Follow the steps outlined below under *Missed Classes, Tests and Assignments*

You can request a maximum of three excused absences without losing marks for the quiz and key takeaways in subsequent classes. Note that after the first request for an excused absence, as explained in the University of Toronto policy below that goes into effect this September, you will be required to submit a Verification of Illness form. If you have an excused absence and therefore do not complete the weekly quiz, then you should not fill in the weekly class takeaways as you will also be excused from that, and you will not receive the mark for filling in the weekly takeaway if you have an excused absence.

Submitting Assignments (10%)

Starting with class three, in advance of ten classes during the course students will be asked to submit short assignments. Assignments will be available on Quercus by end of day Monday the week that they are due. The assignments are due by midnight on the Thursday before the next class, so students will have three days to complete them. Assignment should take no more than 30 minutes. Any assignments submitted after midnight on Thursday will not receive credit. To get full credit, you need to demonstrate that you have given the questions meaningful thought.

1. Class 3, September 25 – Answer survey with questions relating to consumer choices
2. Class 4, October 2 – Answer survey on use of headphones for the Bose case discussion
3. Class 5, October 15 – Submit three questions for Guest Speaker Kate Shebhaz
4. Class 6, October 22 – Answer survey on use of water bottles for the S'Well case discussion
5. Class 7, October 29 – Answer survey on attitudes to IKEA for the IKEA case discussion
6. Class 8, November 13 – Three questions for Guest Speaker Jenny Seiler
7. Class 9, November 20 – Submit ratings of commercials assigned to you for you to evaluate by your Teaching Assistant
8. Class 10, November 27 – Submit your pricing recommendation for Trianapham
9. Class 11, December 4 – Submit questions for Felip Pejic & Sergey Sapelnic
10. Class 12, December 7 – Answer questions on winter coats for Canada Goose case

Final Examination (40%)

The final exam for the course will take place in person during the exam period in December. An online tutorial will be offered leading up to the final exam with sample questions.

Research Requirement (10%)

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. 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](#)” 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 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 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 for the Fall session are anticipated to begin the week of **September 20th, 2023**, and end on **December 1st, 2023**.

Missed Classes, 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 **within 1 week** of the missed midterm/test/assignment due date.

In such cases, students must:

1. Complete the Request for Special Consideration form: <https://uoft.me/MGTCCconsideration>
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.

Late Assignments

All assignments are due on the date and at the time specified in an announcement on 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.

Generative AI / ChatGPT

Students are encouraged to use technology, including generative artificial intelligence tools, to contribute to their understanding of course materials. However, students may not use artificial intelligence tools, to create assignments that are due leading up to classes.

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 exempted. 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. (***) indicate dates that assignments are due.)

Class #	Date	Topic	Readings from online textbook	Case Discussion
1	September 11	Introduction & Overview	None	
2	September 18	Value Creation	Chapters 1 & 2, Marketing Myopia	
3	September 25***	Consumer Behaviour	Chapter 3	
4	October 2***	Segmentation, Targeting, Positioning	Chapter 5	Bose
5	October 16***	<i>Guest Speaker: Kate Shebhaz, CIBC</i>	Chapter 6	Chase Sapphire Credit Card
6	October 23***	Product Strategy	Chapter 7	S'Well
7	October 30***	Distribution	Chapter 8	IKEA in China
8	November 13***	<i>Guest Speaker: Jenny Seiler, P & G</i>	Chapter 11	Mountain Man
9	November 20***	Marketing Communications	Chapter 12	Wayfair
10	November 27***	Pricing	Chapter 15	Trianapham (Note: This case is not part of the electronic case package)
11	December 4***	<i>Filip Pejic & Sergey Sapelnic, Founders, Society Socks and Pearly</i>	Chapter 10	Glossier
12	December 7***	Course Wrapup Digital Marketing	Chapters 14 & 16	Canada Goose
	Date To Be Assigned	Final Exam to Take Place During Exam Period		

Please note that the last day you can drop this course without academic penalty is Monday, Nov 6

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. In 2022, he was voted "Best Prof" by the graduating MBA class.

Dan started his career in consumer packaged goods marketing. 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 helps raise funds and sits on the boards of seven not for profit organizations, five that work in Toronto and two that operate in East Africa.

Teaching Assistants

Each student will be assigned to a Teaching Assistant who you can approach with any questions on course logistics, grading, upcoming assignments or material covered in class. All of the Teaching Assistants are in their third year in the Rotman Commerce Program and excelled in this course when they took it in their first year at Rotman. You will be contacted by their finalized Teaching Assistant after the first 2 week drop period. Prior to that, you may email any of the Teaching Assistants for help.

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>