

Course Outline

Course Code	MGT250H1F
Course Name	Fundamentals of Marketing
Term, Year	Fall, 2024
Course Meets	Thursdays from 9:10 am to 11:00 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 to Fri 1 pm to 6 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	karantzou	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
isabella	spoor	isabella.spoor@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:
 - consumer behaviour and marketing analysis
 - segmentation, targeting and positioning
 - strategy and tactical execution
 - The Four Ps - Product development, Pricing, Place/Distribution and Promotion, which includes branding and marketing 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 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 for the following week will be posted on Quercus. There will be no cost for these.

Simulation – Backpack Game

New this year is a marketing simulation called the Backpack Game.

Each student will be required to sign up for an account to play this game at the link below. The cost is \$65 including GST. Note that the use of these materials complies with all University of Toronto policies which govern fees for course materials.

Please sign in below to purchase access to the marketing simulation that is required for this course. <https://connect.mheducation.com/class/d-richards-fall-2024>

Should you encounter any technical issues, please go to this site:

<https://mh.my.site.com/CXG/s/ContactUs>

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	22%	Ongoing
Marketing Simulation	20%	Ongoing
Weekly key takeaways	12%	Ongoing
Weekly assignments	11%	Ongoing
Research requirement	5%	Ongoing
Final Term Test	30%	Exam Period

Weekly Quizzes (22%)

In the first half of each class, students will log into Quercus and answer questions based on the video and readings assigned for the current week.

- The quiz for each week will be worth 2%.
- All quizzes will have six minutes to complete six multiple choice questions.
- Each week you will be able to get one question wrong without losing any marks.
- At the end of the course, the lowest grade on the weekly quiz will be dropped
- If you need to miss a class due to illness, to avoid losing marks on the quiz you must **Email your Teaching Assistant no later than 8 a.m. on the day of the class. In addition, on the first occasion complete the Absence Declaration on Acorn within one week. Subsequent cases of illness will require a verification of illness form in addition to emailing your TA. See below for details on these forms.**
- For students who receive permission to miss a class due to illness, this will be considered an excused absence and they will not lose marks for failing to complete the quiz.
- Students who send an email after 8 a.m. will not receive an excused absence.

Weekly Key Takeaways (12%)

Starting with class 1, 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 noon 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.
- For students who receive permission to miss a class due to illness, they will be able to submit their three key takeaways after watching the class recording. To do this, students need to email their key lessons to their TA by 11 pm on the Monday following the class that was missed.

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

You can request a maximum of three excused absences before you lose marks for failing to answer the quiz and submit your key takeaways during class.

Submitting Assignments before each Week's Class (11%)

Starting with class two, in advance of each class, students will be asked to submit short assignments.

- Assignments will be available on Quercus the day after class by 9 am Friday and are due by 11pm on the Monday before the next class, so students will have four days to complete them.
- Assignment should take no more than 30 minutes.
- Any assignments submitted after 11pm on Monday will not receive credit.
- All assignments will be screened for similarities with those from other students. On the first two occasions that there is a pattern of similarity, students will receive a warning from their TA. Any student who consistently submits assignments that are similar to classmates will be asked to meet with the instructor to discuss this and may lose marks on assignments.
- To get full credit, you need to demonstrate that you have given the questions meaningful thought.

Marketing Simulation (20%)

New this year is the addition of a team based marketing simulation that will extend over six weeks in the second half of the course. Here are some guidelines:

- In advance of Class 4, students will be assigned by their TA's to teams of 5 students each. In advance of that class, students will be asked to watch a short video about the backpack simulation.
- Each team will be competing against five other teams drawn from students assigned to their Teaching Assistant. As a result, with 10 Teaching Assistants, there will be 10 different contests taking place at the same time.
- In week 5, one member per team will submit some initial decisions on the marketing of backpacks by their company. This is a practice round and will not count in the actual game. As well, the team member submitting the decisions must include a link to a zoom recording of the discussion that took place among team members in deciding on their approach. The deadline for submitting decisions and the zoom recording is 11 pm on Monday evening in advance of that week's class.
- Each week from weeks 6 to 11, one member per team will be required to post decisions about the product formulation, distribution, pricing and promotion of the backpacks their company is making, based on an update on their team results compared to the teams they are competing against. As with week 5, to earn full grades for that week, the team member submitting the decisions must include a link to a zoom recording of the discussion that took place among team members in deciding on their approach. The deadline for submitting decisions and the zoom recording is 11 pm on Monday evening in advance of that week's class.

- Prior to week 12, each team is required to submit a summary of key lessons from the marketing simulation, along with a zoom recording of the discussion among team members in deciding on the key lessons.

The marks for the marketing simulation will be assigned based on:

- 1.5% for submitting the practice turn and video in week five
- 9% based on 1.5% per week from Weeks 6 to 11 for submitting decisions for their next turn and the video of the discussion about those decisions.
- 1.5% for submitting key lessons from the simulation in week 12 along with a zoom recording of a discussion among team members in determining those lessons.
- 8% based on performance in the simulation:
 - 8% for teams that place first or second
 - 6% for teams that place third or fourth
 - 4% for all other teams provided that they submitted all decisions and videos of team discussions on time.

More information on the backpack simulation will be provided in class, including how performance will be measured. For any students wishing to learn more about the simulation, this [video](#) from a student at another university who played the game before graduating may be helpful. Note that watching this is video optional.

Final Examination (30%)

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 Participation 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” 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 question.

Research opportunities for the Fall session are anticipated to begin the week of **September 23rd, 2024**, and end on **December 1st, 2024**.

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. All submissions from students will be screened through the University of Toronto's antiplagiarism software for duplication. Any students where duplication of other students' submissions has been detected will be required to meet with the course instructor to explain how they formulated their assignment. If the instructor is not satisfied with the response, he may assign a grade of 0 for that week's assignment at his sole discretion.

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 speakers below are subject to change. Immediately after each class, readings and assignments for the following week will be posted in Quercus.

Class #	Date	Topic	Readings from online textbook	Guest Speaker	Simulation
1	Sept 5	Introduction & Overview	None		
2	Sept 12	Value Creation	Chapter 1: What is Marketing? Chapter 2: Strategic Planning		
3	Sept 19	Consumer Behaviour	Chapter 3: How People Make Buying Decisions		
4	Sept 26	Segmentation, Targeting, Positioning	Chapter 5: Market Segmenting, Targeting & Positioning	Jenny Seiler, VP Marketing, Procter & Gamble	View video on simulation
5	Oct 3	Product Strategy	Chapter 6: Creating Offerings Chapter 7: Managing Offerings		Practice submission
6	Oct 10	Distribution	Chapter 8: Using Marketing Channels to Create Value		Quarter 1 submission
7	Oct 17	Pricing	Chapter 15: Price, the Only Revenue Generator	TBD	Quarter 2 submission
8	Oct 24	Market Research	Chapter 10: Gathering and Using Information		Quarter 3 submission
9	Nov 7	Marketing Communications	Chapter 11: Integrated Marketing Communications	TBD	Quarter 4 submission
10	Nov 14	Social Media	Chapter 12: Social Media and Sponsorships		Quarter 5 submission
11	Nov 21	Customer Relationships	Chapter 14: Customer Satisfaction & Loyalty		Quarter 6 submission
12	Nov 28	Course Wrapup	Chapters 16: The Marketing Plan	<i>Filip Pejic & Sergey Sapelnic, Founders, Society Socks and Pearly</i>	Submit Simulation Lessons
	Date TBD	Final Exam During Exam Period			

Please note that the last day you can drop this course without academic penalty is November 4th

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 many 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 fourth year in the Rotman Commerce Program and because they excelled in this course when they took it in their first year at Rotman in 2022 were invited to be Teaching Assistants when this course was first offered in the fall of 2022. You will be contacted by your 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>