



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM 250 H1F (Section L0101, L0201, L0701)

Principles of Marketing

Fall 2019

Course Meets:

- Section L0101, Monday 9 - 11 AM, SS 2108 (Sidney Smith, 100 St. George)
- Section L0201, Monday 3 - 5 PM, RW 110 (Ramsay Wright, 25 Harbord)
- Section L0701, Wednesday 2 – 4 PM, MP 137 (McLennan Physical, 255 Huron)

Instructor: Prof. Zachary Zhong. RT 5078 (South Building), 105 St. George Street
E-Mail: zachary.zhong@rotman.utoronto.ca
Webpage: <https://q.utoronto.ca>
Phone: 416-946-3124
Fax: 416-978-5433
Office Hours: Wed 9:30-12:00PM (Appointments required for meeting at other times)
Teaching Assistant: Wei Liu Wei.Lu17@rotman.utoronto.ca, Irene Jung
Irene.Jung20@rotman.utoronto.ca

Course Scope and Mission

This course introduces you to the key principles of marketing. After taking the course, (1). you will speak intelligently about daily marketing observations (new phones, prices, TV ads); (2). you can design marketing solutions to satisfy specific customer needs; and (3). you will understand the value of marketing to the society.

Course Co-requisites

RSM100H1/MGT100H1/RSM100Y1

Required Readings

- NO textbook for this course.
- All readings are from electronic course package: *Principles of Marketing*, Fall 2019.
- To access course package, (1) click on: <https://hbsp.harvard.edu/import/651353>, (2) you may need to create an account, (3) purchase the readings required (see below).
- If you have any technical difficulties, contact HBS directly at: 1-800-810-8858 or techhelp@hbsp.harvard.edu
- These materials will cost a total of US\$46.75. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Course Package

Readings: (HBS = Harvard Business School)

1. "[Marketing Myopia](#)," by Ted Levitt (1960).
2. "Marketing Research" Chapter [10.1](#) and [10.2](#).
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. "Marketing Communications," by Thales Teixeira (2012), HBS #9-513-041.
6. "Understanding Brands," by Anat Keinan and Jill Avery, HBS #9-509-041.
7. "Principles of Pricing," by Robert J. Dolan and John. T. Gourville (2009), HBS #9-506-021.
8. "Note on Behavioral Pricing," by John T. Gourville (1999), HBS #9-599-114.
9. "Going to market," by R Dolan (2000), HBS #9-599-078.

Cases

1. "Mountain Man Brewing Co.: Bringing the Brand to Light," by Heide Abelli (2007), HBS Brief Case
2. "Ikea Invades America," by Youngme Moon (2004), HBS #9-504-094.
3. "Bose Corporation: Communication Strategy for Challenging Apple's Beats by Dr. Dre," HBS #9-518-036
4. "reMarkable: e-Writing the Future," by Elie Ofek and Curtis Hsu (2018), HBS #9-517-018

Evaluation and Grades

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he, they or she has command of the course materials.

Work

Class Participation/Attendance	15%	<u>Due Date</u>
Research Requirement	3%	Ongoing
Group Case Report	12%	See "Research Requirement" below
Group Presentation	5%	Due Nov 24
Midterm Exam	25%	Last two classes
Final Exam	40%	TBA
		During Final Examination period

COURSE FORMAT AND EXPECTATIONS

- **Turnitin.com**

Students **ARE REQUIRED** to submit their "Group Case Report" to www.turnitin.com 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 Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university's use of the Turnitin.com service are described on the Turnitin.com website.

1. Class Participation

You are expected to prepare thoroughly and make every effort to attend every class. Given its very nature, the learning and quality of a marketing class are directly related to your willingness and ability to contribute to the class discussions. Please feel free to raise an opinion or offer an

analysis no matter how different it is from the emerging theme in the classroom, or how unusual it may be. However, focus on quality and not on quantity while contributing to the discussion. Also, civility and respect for others' opinions are important attributes to possess in the give and take of classroom debate. In general, your contribution will be evaluated on the following: Thoughtful responses, Understanding and analysis of topic, Idea generation, Promotion of further discussion.

By default, every student who attends classes will receive partial grades for class participation. If you make positive contributions to class discussions, you can improve your evaluation. On the other hand, if you are late, if you miss classes or consistently make non-constructive comments, you may be penalized.

We will be using the Top Hat (www.tophat.com) classroom response system in class. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message.

You can visit the Top Hat Overview (<https://success.tophat.com/s/article/Student-Top-Hat-Overview-and-Getting-Started-Guide>) within the Top Hat Success Center which outlines how you will register for a Top Hat account, as well as providing a brief overview to get you up and running on the system.

An email invitation will be sent to you by email, but if don't receive this email, you can register by simply visiting our course website: <https://app.tophat.com/e/224094> (L0101), <https://app.tophat.com/e/997392> (L0201), or <https://app.tophat.com/e/380982> (L0701)

Top Hat may require a paid subscription, and a full breakdown of all subscription options available can be found here: www.tophat.com/pricing. You can obtain a discounted subscription at UofT Book Store.

Should you require assistance with Top Hat at any time, due to the fact that they require specific user information to troubleshoot these issues, please contact their Support Team directly by way of email (support@tophat.com), the in app support button, or by calling 1-888-663-5491.

2. Research 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 material on marketing and organizational behaviour 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, as determined by the professor whose course you are enrolled in (check your syllabus). 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 the contact list of the email account linked to your Sona account. This will ensure that registration and password reset links and important updates regarding your account and the study participation assignment are not mistakenly marked as spam.

Former Participants: those with existing BRL credit-pool accounts on Sona can use their previous credentials to log into Sona, and immediately, begin registering for courses as soon as they are posted.

New Users: those of you new to our credit pool, have had your course(s) added to an account that has been created for you. This account is linked to your “[Username]@mail.utoronto.ca” email address, and a link to complete 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 the email linked to your Sona account (UofT address for new users).

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

Participation opportunities in research studies for the fall session are anticipated to begin the week of **September 9, 2019**, and the final participation deadline is **December 5, 2019**.

3. Group Case Report

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 by the instructor. 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 group members in each group must be in the same section. You have to email TA about your group/members **by Oct 6**. Students who have not formed a group by Oct 6 will be assigned to a group by the TA. Thereafter, students will not be able to switch groups. Note that students from other sessions may be using different cases.

Please note that clear, concise, and correct writing will be considered in the evaluation of the case discussion paper. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (www.asc.utoronto.ca) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

- **Group case report (in PDF file) is due on Nov 24. You need to submit in Quercus (with Turnitin 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.
- 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.

4. Group Case Presentation

Each group will present its case analysis in front of the entire class on last two classes.

Each group member needs to participate in the presentation. The time allocation of each presentation is 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 Nov 24**.

Peer Evaluation

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

Group Work

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, project-based teamwork is often new to students and you are therefore reminded of the following expectations with respect to behaviour and contributions to your team project.

1. Read the document entitled, "Working in Teams: Guidelines for Rotman Commerce Students" which is available on the RC portal under the Academic Services tab.

2. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving differences:

Conflicts can – and do – occur. Conflicts are part of the team's process of learning how to work together effectively and can actually generate exciting debate and creative solutions – if managed appropriately.

Student teams are collectively expected to resolve disputes or misunderstandings as soon as they arise (and prior to submission of the final project). In cases where teams are unable to reach a mutually agreeable solution, the entire team must meet with the Rotman Commerce Team Coach** as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

** The Rotman Commerce Team Coach, Professor Nouman Ashraf, may be reached at nouman.ashraf@rotman.utoronto.ca for an appointment. Nouman is highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach's role is to provide guidance,

support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

5. & 6. Mid-Term and Final Examination

These will be closed book tests that cover material from the lectures, cases, and assigned readings in the course packet. **The midterm remains TBA.** The midterm and final exams may consist of multiple choice questions, short-answer and essay questions. The final will be held during the final examination period. The final exam will be cumulative (cover the content of the entire semester).

Let the TA or instructor know if you have schedule conflict. Please note that during most conflicts, the regular class time takes precedence.

Missed Tests and Assignments (including midterm examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. The Request for Special Consideration Form and supporting documentation must be submitted in a timely manner in order for the request to be reviewed.

In such cases, students must notify the Rotman Commerce Program Office on the date of the course deliverable such as a missed test, or assignment missed class (in the case of participation marks), or due date. They must then complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Office within **2 business days** of the originally scheduled course deliverable. Students who do not provide appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted.

Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a later report of illness made by the student to a physician.

There will be no make-up midterm test. If the documentation is satisfactory, the weight of the midterm test will be moved to the final exam (i.e., the final exam will carry 65% instead of 40%).

Weekly Schedule

Tentative Weekly Schedule for Section L0101/L0201 (Monday 9-11AM/ 3-5PM)

Dates	#	Topics	Required readings in course package
Sep 9	1	Introduction to Marketing	
Sep 16	2	Value creation	<ul style="list-style-type: none"> • “Marketing Research” • “Marketing Myopia”
Sep 23	3	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • “Market Segmentation, Target Selection, and Positioning”
Sep 30	4	Products	<ul style="list-style-type: none"> • “Principles of Product Policy”
Oct 6 Deadline: Submit your group members online			
Oct 7	5	Brands & Case Discussion 1: Mountain Main Brewing	<ul style="list-style-type: none"> • “Understanding Brands” • “Mountain Man Brewing Company”
Oct 14	6	No Class, MIDTERM (TBA)	
Oct 21	7	Channel Distribution	<ul style="list-style-type: none"> • “Going to Market”
Oct 28	8	Pricing	<ul style="list-style-type: none"> • “Principles of Pricing” • “Notes on Behavioral Pricing”
Nov 4 Reading Week (No class)			
Nov 11	9	Case Discussion 2: IKEA	<ul style="list-style-type: none"> • “IKEA Invades America”
Nov 18	10	Marketing Communication & Case Discussion 3: Bose	<ul style="list-style-type: none"> • “Marketing Communications” • “Bose Corporation”
By Noon, Nov 24: Submit the presentation (Powerpoint/PDF) and case report (PDF) files in Quercus!			
Nov 25	11	Presentation I	<ul style="list-style-type: none"> • “reMarkable”
Dec 2	12	Presentation II	<ul style="list-style-type: none"> • “reMarkable”
After class, complete your peer evaluation forms.			
FINAL EXAM		SCHEDULED BY REGISTRAR’S OFFICE (DEC 7 ~ 20)	

Tentative Weekly Schedule for Section L0701 (Wednesday 2-4PM)

Dates	#	Topics	Required readings in course package
Sep 11	1	Introduction to Marketing	
Sep 18	2	Value creation	<ul style="list-style-type: none"> • “Marketing Research” • “Marketing Myopia”
Sep 25	3	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • “Market Segmentation, Target Selection, and Positioning”
Oct 2	4	Products	<ul style="list-style-type: none"> • “Principles of Product Policy”
Oct 6 Deadline: Submit your group members online			
Oct 9	5	Brands & Case Discussion 1: Mountain Main Brewing	<ul style="list-style-type: none"> • “Understanding Brands” • “Mountain Man Brewing Company”
Oct 16	6	No Class, MIDTERM (TBA)	
Oct 23	7	Channel Distribution	<ul style="list-style-type: none"> • “Going to Market”
Oct 30	8	Pricing	<ul style="list-style-type: none"> • “Principles of Pricing” • “Notes on Behavioral Pricing”
Nov 6 Reading Week (No class)			
Nov 13	9	Case Discussion 2: IKEA	<ul style="list-style-type: none"> • “IKEA Invades America”
Nov 20	10	Marketing Communication & Case Discussion 3: Bose	<ul style="list-style-type: none"> • “Marketing Communications” • “Bose Corporation”
By Noon, Nov 24: Submit the presentation (Powerpoint/PDF) and case report (PDF) files in Quercus!			
Nov 27	11	Presentation I	<ul style="list-style-type: none"> • “reMarkable”
Dec 4	12	Presentation II	<ul style="list-style-type: none"> • “reMarkable”
After class, complete your peer evaluation forms.			
FINAL EXAM		SCHEDULED BY REGISTRAR’S OFFICE (DEC 7 ~ 20)	

POLICY AND PROCEDURE

Accessibility Needs

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible:

accessibility.services@utoronto.ca or <http://www.studentlife.utoronto.ca/as>.

Remarking requests for term tests & assignments (excluding the final examination):

Requests to have mid-term tests and assignments remarked will be considered if the following conditions are met:

- a) the test/assignment is submitted to the instructor no later than four weeks after the marked test/assignment has been made available to the student;
- b) the student submits with his/her request a written explanation as to why and where he/she believes he is entitled to more marks; and
- c) the instructor has no reason to believe the student has made any changes subsequent to the test/assignment being returned.

Students should be aware of the following:

- Several tests/assignments are randomly photocopied before being returned;
- Items submitted for remarking will be remarked in their entirety and **the mark awarded may increase, decrease, or remain the same.**

Remarking requests for the final exam

After the issue of final results and within six months of the final examination period, a student may request from the Office of the Faculty Registrar (Room 1006, Sidney Smith Hall) a reproduction of his/her final examination. If, upon inspection, the student wishes to have the paper reread, s/he must set down reasons in detail and petition through their College Registrar within six months of the final examination period. Students should note that in cases where a failing grade is issued, examinations must be reread before the marks are reported. Instructors may not subsequently reread any final examination except on the authority of a petition, which must outline specific instances of disagreement with the existing grading and an indication of the grounds for such disagreement.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT 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

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> 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 following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as 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 UofT 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 the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

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

Quercus and the Course Page

The online course page for this course is accessed through Quercus. To access the course page, go to q.utoronto.ca and log in using your UTORid and password. Once you have logged in, you will be at the Quercus Dashboard. On this page you will see all of the courses you are presently enrolled in. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours.

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 (note: students who have been previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

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