

Course Outline

RSM 250 H1S (Section L0101, L0201, L0301, L0401)

Principles of Marketing

Fall 2020

Course Meets:

- Section L0101, Monday 3 - 5 PM, Online
- Section L0201, Tuesday 1 - 3 PM, Online
- Section L0301, Tuesday 4 - 6 PM, Online
- Section L0401, Wednesday 3 – 5 PM, Online

Course Delivery: This course will be offered online synchronously with weekly meetings (see schedule).
--

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

Office Hours: Wed 9:30-12:00PM (Appointments via MS Booking required)

Teaching Assistant: April Hilton april.hilton@mail.utoronto.ca, Katherine Hovdestad katherine.hovdestad@mail.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

If you drop course RSM100H1 (the co-requisite) during the academic term, you must also drop this course. Contact Rotman Commerce Academic Services for academic advising if needed.

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.

Required Technology

For Fall-Winter 2020-21, this course may be conducted entirely online. To participate fully and to complete the course successfully, you must ensure you have a computer with a working

webcam, microphone and reliable access to an internet connection. For further details, please visit this link: [Recommended Technology Requirements for Remote/Online Learning](#)

Required Readings

- NO textbook for this course.
- All readings are from electronic course package: *Principles of Marketing*, Fall 2020.
- To access course package, (1) click on: <https://hbsp.harvard.edu/import/746707>, (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," by Robert J. Dolan (2019), HBS #9-518-036
4. "Clocky: The Runaway Alarm Clock," by Elie Ofek and Eliot Sherman (2012), HBS #9-507-016

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 they have command of the course materials.

Work

Class Participation/Attendance	15%
Online Quiz	15%
Research Requirement	3%
Group Case Report	17%
Group Presentation	10%
Final Assessment	40%

Due Date

Ongoing
Ongoing
See "Research Requirement" below
Due Dec 6
Last class session
During Final Assessment period

Course Format and Expectations

1. Class Participation

You are expected to prepare thoroughly and make every effort to attend every online meeting. 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 virtual 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 online meetings will receive partial grades for class participation. If you make positive contributions to class discussions, you can improve your evaluation. Such contribution may be during the online meetings or in the discussion boards on Quercus.

If you cannot participate in the online meetings due to reasons outside of your control, you may be exempted from attending and contributing to the online meetings. You should request such permission from the instructor before class. If granted, your participation may be evaluated in other ways, including but not restricted to posting on discussion boards on Quercus, submitting additional writing before or after the online meetings, and other additional assignments.

2. Online Quiz

Every week, there will be quiz questions posted on Quercus based on the assigned reading materials, the recorded videos, and class discussions in previous weeks. The quiz questions are due before the online meetings on that week. The Quercus system does not accept late submissions.

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, as determined by the professor (check your syllabus). 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, 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 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. Please 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 14th, 2020**, and end at **5pm, December 7th, 2020**.

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 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. You will be assigned into groups by Oct 10th.

- **Group case report (in PDF file) is due on Dec 6. 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.
- **Each group will present its case analysis online on last 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 Dec 6**.
- 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.
- Students who, for reasons beyond their control, are unable to present the group case project online in synchronous meetings must obtain approval from the instructor. Alternative arrangements such as recorded video and written Q&A may be granted.

Turnitin

Normally students will be required to submit their course essays to [Turnitin.com](https://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.

Writing Support

Please note that **clear, concise and correct writing** will be considered in the evaluation of the case report. 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 (<http://www.studentlife.utoronto.ca/asc>) or one of the College Writing Centres (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.

Working in teams

The group case project requires students to work in teams. Working as a team is challenging; this is true both in the real world and in your academic classes. However, learning to work together in teams is an important aspect of your education and preparation for your future careers. You are encouraged to review the teamwork resources available to all Rotman Commerce students at <https://rotmancommerce.utoronto.ca/teamwork-resources> while navigating these challenges, but keep in mind that supports are also available for when you think you may need extra help.

New in the 2020-2021 academic year, the Rotman Commerce Centre for Professional Skills (RC-CPS) will offer appointments with Teamwork Mentors for any teams encountering challenges in their teamwork. Some possible reasons you might book an appointment with a Teamwork Mentor include:

- Team members have identified constraints on their time, work or accommodations they require that conflict with necessary timelines for the team.
- Teams are unsure how to divide their workload for a team project.
- Teams are concerned about how to integrate the individual contributions of each member and how to ensure team members are contributing equally.
- Teams are concerned about how to ensure all group members are aware of academic integrity guidelines (e.g. properly attributing sources) and follow them.
- Teams would like to be able to communicate more effectively with each other, particularly when navigating a remote work academic environment.

To book a meeting with a Teamwork Mentor, send an email to rotmancommerce.teamworkhelp@utoronto.ca with the course code (e.g. RSM250) and team number (if available) in the subject line of the email. Any member of the team may reach out individually to book an appointment, but we also encourage teams to book their appointments as a team. You will normally receive a response within 24-36 hours, but note that during busy

times of the semester the waiting period may be longer. Be proactive in booking your meeting, and do so **as soon as** challenges arise!

If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, you should consult with your Accessibility Advisor about this course. For considerations pertaining to teamwork and accessibility, please see information in the section on Accessibility Needs below under the Policies and Procedures heading.

Peer Evaluation

Each student is required to submit 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.

5. Final Assessment

The final assessment will be an open book test that cover material from the lectures, cases, and assigned readings in the course packet. It may consist of short-answer and essay questions. The final will be held during the final assessment period.

Weekly Schedule

Tentative Weekly Schedule for Section L0101 (Monday 4-5PM)

Session	Date	Topic	Readings
1	Sep 14	Introduction to Marketing	
2	Sep 21	Value creation	<ul style="list-style-type: none"> • “Marketing Myopia” • “Marketing Research”
3	Sep 28	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • “Market Segmentation, Target Selection, and Positioning”
4	Oct 5	Products	<ul style="list-style-type: none"> • “Principles of Product Policy”
Oct 12 Thanksgiving Monday (No class)			
5	Oct 19	Brands	<ul style="list-style-type: none"> • “Understanding Brands”
6	Oct 26	Case Discussion 1: Mountain Main Brewing	<ul style="list-style-type: none"> • “Mountain Man Brewing Company”
7	Nov 2	Channel Distribution	<ul style="list-style-type: none"> • “Going to Market”
Nov 9 Reading Week (No class)			
8	Nov 16	Pricing	<ul style="list-style-type: none"> • “Principles of Pricing” • “Notes on Behavioral Pricing”
9	Nov 23	Case Discussion 2: IKEA	<ul style="list-style-type: none"> • “IKEA Invades America”
10	Nov 30	Marketing Communication	<ul style="list-style-type: none"> • “Marketing Communications”
11	Dec 7	Case Discussion 3: Bose	<ul style="list-style-type: none"> • “Bose Corporation”
12	Dec 10	Presentation	<ul style="list-style-type: none"> • Clocky

Please note that the last day you can drop this course without academic penalty is November 9, 2020.

Tentative Weekly Schedule for Section L0201/L0301 (Tuesday 2-3PM/ 5-6PM)

Session	Date	Topic	Readings
1	Sep 15	Introduction to Marketing	
2	Sep 22	Value creation	<ul style="list-style-type: none"> • “Marketing Myopia” • “Marketing Research”
3	Sep 29	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • “Market Segmentation, Target Selection, and Positioning”
4	Oct 6	Products	<ul style="list-style-type: none"> • “Principles of Product Policy”
5	Oct 13	Brands	<ul style="list-style-type: none"> • “Understanding Brands”
6	Oct 20	Case Discussion 1: Mountain Main Brewing	<ul style="list-style-type: none"> • “Mountain Man Brewing Company”
7	Oct 27	Channel Distribution	<ul style="list-style-type: none"> • “Going to Market”
8	Nov 3	Pricing	<ul style="list-style-type: none"> • “Principles of Pricing” • “Notes on Behavioral Pricing”
Nov 10 Reading Week (No class)			
9	Nov 17	Case Discussion 2: IKEA	<ul style="list-style-type: none"> • “IKEA Invades America”
10	Nov 24	Marketing Communication	<ul style="list-style-type: none"> • “Marketing Communications”
11	Dec 1	Case Discussion 3: Bose	<ul style="list-style-type: none"> • “Bose Corporation”
12	Dec 8	Presentation	<ul style="list-style-type: none"> • Clocky

Please note that the last day you can drop this course without academic penalty is November 9, 2020.

Tentative Weekly Schedule for Section L0401 (Wednesday 4-5PM)

Session	Date	Topic	Readings
1	Sep 16	Introduction to Marketing	
2	Sep 23	Value creation	<ul style="list-style-type: none"> • “Marketing Myopia” • “Marketing Research”
3	Sep 30	Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> • “Market Segmentation, Target Selection, and Positioning”
4	Oct 7	Products	<ul style="list-style-type: none"> • “Principles of Product Policy”
5	Oct 14	Brands	<ul style="list-style-type: none"> • “Understanding Brands”
6	Oct 21	Case Discussion 1: Mountain Main Brewing	<ul style="list-style-type: none"> • “Mountain Man Brewing Company”
7	Oct 28	Channel Distribution	<ul style="list-style-type: none"> • “Going to Market”
8	Nov 4	Pricing	<ul style="list-style-type: none"> • “Principles of Pricing” • “Notes on Behavioral Pricing”
Nov 11 Reading Week (No class)			
9	Nov 18	Case Discussion 2: IKEA	<ul style="list-style-type: none"> • “IKEA Invades America”
10	Nov 25	Marketing Communication	<ul style="list-style-type: none"> • “Marketing Communications”
11	Dec 2	Case Discussion 3: Bose	<ul style="list-style-type: none"> • “Bose Corporation”
12	Dec 9	Presentation	<ul style="list-style-type: none"> • Clocky

Please note that the last day you can drop this course without academic penalty is November 9, 2020.

Policies and Procedures

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

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration.

In such cases, students must:

1. Notify the instructor AND the Rotman Commerce Program Office **on the date** of the missed course deliverable, e.g. missed test, final assessments, assignment or class (in the case of participation marks).
2. Complete a [Request for Special Consideration Form](#) and submit it along with supporting documentation this may include either your Self-Declaration of Absence on ACORN, or [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.

Note that documentation must clearly establish that you were ill or had other circumstances that prevented you from attending on the date in question. After-the-fact reports are not sufficient.

If the documentation is accepted, students will submit answers to a make-up test.

Late Assignments

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. Late submissions will normally be penalized by 10% if the assignment is not received on the specified date, at the specified time. A further penalty of 10% will be applied to each subsequent day.

Accessibility Needs

The University of Toronto is committed to accessibility. 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 contact Accessibility Services as soon as possible at accessibility.services@utoronto.ca or studentlife.utoronto.ca/as.

For courses with deliverables that require you to work in teams, please note the following. If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, requests for extensions impact everyone in the group. As a result, requests for late submissions of any component of teamwork will require compelling reasons, advance notice, and must work for everyone in the team. You are encouraged to discuss with your course instructor, Accessibility Advisor, and other team members what you need in order to successfully complete your coursework. Additionally, the Rotman Commerce Centre for Professional Skills offers Teamwork Mentors (see section above) who can help you and your team discuss how to support you effectively and how to develop a work plan that meets the needs and constraints of all team members.

Volunteer Notetaking

If you're interested in helping to make our classroom more accessible, volunteer to be a notetaker!

Accessibility Services needs dependable volunteer notetakers to assist students living with a disability to achieve academic success. All you have to do is attend classes regularly and submit your notes consistently.

1. Register online as a Volunteer Note-Taker at:

<https://clockwork.studentlife.utoronto.ca/custom/misc/home.aspx>

2. Follow the link that says "Volunteer Notetakers"

3. Select your course and upload a sample of your notes

4. Once you have been selected as a notetaker, you'll get an email notifying you to upload your Notes.

If you have any questions or require assistance, please email as.notetaking@utoronto.ca or call 416-978-6186.

Volunteers may receive co-curricular credit or a certificate of appreciation.

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 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 U of T 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 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 help.ic.utoronto.ca/category/3/utmail.html.

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.

Quercus and the Course Page

The online course page for this course is accessed through Quercus. To access the course page, go to g.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 ACORN, 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. 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.

FIPPA Language

This course, including your participation, will be recorded on video and will be available to students in the course for viewing remotely and after each session.

Course videos and materials belong to your instructor, the University, and/or other source depending on the specific facts of each situation, and are protected by copyright. In this course, you are permitted to download session videos and materials for your own academic use, but

you should not copy, share, or use them for any other purpose without the explicit permission of the instructor.

For questions about recording and use of videos in which you appear please contact your instructor.