

COURSE SYLLABUS



COURSE TITLE: Mark 110

CLASS SECTION: 001

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): In-person

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://camosun.ca/about/covid-19-updates>

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Brian Feltham

EMAIL: felthamb@camosun.bc.ca

OFFICE: CBA 227

HOURS: As posted outside office

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

An informative introduction to marketing, this course provides a basic understanding of Canadian and international marketing structures and techniques including defining and segmenting target markets, using planning and forecasting techniques, analyzing costs and benefits of marketing mixes, interpreting market research data, consumers and consumerism, industrial market potentials.

Prerequisites

One of:

- C in [Math 11](#)
- C in [MATH 077](#)
- C in MATH 137
- C+ in [MATH 072](#)
- C+ in [MATH 075](#)
- C+ in MATH 135
- Bachelor degree from a recognized post-secondary institution

Pre or Co-requisites

One of:

- C in [English 12](#)
- C in [Camosun Alternative](#)

Equivalencies

- SPEX 160

COURSE LEARNING OUTCOMES / OBJECTIVES

i) Use market research, including segmentation analysis, to identify potential customers and serve these customers while meeting organizational objectives.

Performance Indicators:

- Understand the stages in the marketing research process
- Know when and how to collect secondary data
- Cite sources using APA style
- Explain the use of surveys, experiments, and observation in marketing research
- Develop an effective questionnaire
- Segment a market using the one of the following dimensions: benefit, demographic, lifestyle, usage, or geographic
- Develop a market-product grid to use in segmenting and targeting a market
- Draw a perceptual positioning map and explain how marketing managers position products in the marketplace
- Conduct an analysis of a current marketing issue(s) and prepare a written case report

ii) Prepare an effective, sustainable marketing plan.

Performance Indicators:

- Write specific, measurable, achievable, results and time-oriented objectives
- Conduct an environmental scan and develop a SWOT analysis
- Assess the current competitive market situation relative to the models of competition
- Use market segmentation analysis and positioning maps to select target markets
- Creatively determine appropriate market-product strategies to best meet customer needs at a profit
- Understand various forecasting techniques used to assess market demand/potential and organizational sales
- Use basic arithmetic to perform a break-even analysis and develop a marketing budget
- Work from a personal code of ethics that has evolved from accepted ethical marketing practices and legal parameters

iii) Contribute to the effectiveness of a marketing team.

Performance Indicators:

- Working as part of a team, assist in planning activities and assigning equitable responsibilities
- Carry out your assigned responsibilities effectively and within time limits
- Contribute to the development of a team charter & GANTT charts
- Contribute to the identification of target market, marketing environment, marketing objectives and marketing mix
- Contribute to the preparation of the final written team report
- Participate actively in the team presentation

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Texts: Text: Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Shearer, J. (2019). *MKTG: Principles of marketing* (5th Cdn. ed.). Toronto, ON: Cengage.

Other: Course readings as assigned by instructor and posted on D2L.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. (SEE NEXT PAGE)

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
1	Sept 7 Sept 10	Meet and Greet Introduction to Marketing	Chapter 1	Quiz 1 (Practice) due Sunday @ 11:59pm
2	Sept 14 Sept 16	The Marketing Environment, Social Responsibility and Ethics Strategic Planning for Competitive Advantage	Chapter 2 Chapter 3	Quiz 2 due Sunday @ 11:59pm
3	Sept 21 Sept 23	Market Research and Analytics Library Presentation and APA	Chapter 4	Quiz 3 due Sunday @ 11:59pm
4	Sept 28 Sept 30 (No Class)	Consumer Decision Making	Chapter 5	Group Case Presentation – Chapter 5 Quiz 4 due Sunday @ 11:59pm Survey Assignment due Sunday, 11:59pm
5	Oct 5 Oct 7	Business Marketing Segmenting, Targeting and Positioning	Chapter 6 Chapter 7	Group Case Presentation – Chapter 6 Group Case Presentation – Chapter 7 Quiz 5 due Sunday, 11:59pm
6	Oct 12 Oct 14	CRM Product Concepts	Chapter 8 Chapter 9	Group Case Presentation – Chapter 8 Group Case Presentation – Chapter 9 Quiz 6 due Sunday, 11:59pm Part 1 of Marketing Plan Due Sunday, 11:59pm
7	Oct 19 Oct 21	Developing and Managing Products Services and Not-for-Profit	Chapter 10 Chapter 11	Group Case Presentation – Chapter 10 Group Case Presentation – Chapter 11 Quiz 7 due Sunday, 11:59pm

8	Oct 26 Oct 28	Setting the Right Price Marketing Channel and Supply Chain Management	Chapter 12 Chapter 13	Group Case Presentation – Chapter 12 Group Case Presentation – Chapter 13 Quiz 8 due Sunday, 11:59pm
9	Nov 2 Nov 4	Retailing	Chapter 14	Group Case Presentation – Chapter 14 Quiz 9 due Sunday, 11:59pm Part 2 of Marketing Plan, due Sunday at 11:59pm
10	Nov 9 Nov 11 (No class)	Marketing Communications	Chapter 15	Group Case Presentation – Chapter 15 Quiz 10 due Sunday, 11:59pm
11	Nov 16 Nov 18	Advertising, Public Relations and Direct Response	Chapter 16	Group Case Presentation – Chapter 16 Quiz 11 due Sunday, 11:59pm
12	Nov 23 Nov 25	Sales Promotion and Personal Selling	Chapter 17	Group Case Presentation – Chapter 17 Quiz 12 due Sunday, 11:59pm
13	Nov 30 Dec 2	Social Media and Digital Strategies	Chapter 18	Quiz 13 due Sunday, 11:59pm
14	Dec 7 Dec 9	In-Class Time to clue up marketing plan Review Class!!!! VERY IMPORTANT		Part 3 of Marketing Plan due Sunday, 11:59pm

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

Assessment	Course %
Tests: (Individual)	
Weekly quizzes	10
Final Exam	20
Marketing Plan (MP) Project (Pairs)	30
Part 1 – Environmental Scan / SWOT (10%)	
Part 2 – Target Market & Product & Price (10%)	
Part 3 - Place & Promotion - Evaluation & Controls (10%)	
Market Research Assignment	15
Case presentation (teams)	15
In-Class Activities	10
TOTAL	100

Marketing Plan Assignment: (30%) Marketing Plan Project; Focus: *Learning Outcomes One, Two and Three*

In class activities: (10%) (5 activities TBA throughout the term) Focus: *Learning Outcomes One, Two and Three*

Weekly chapter quizzes completed in D2L by Sunday : (10%) Covers text material covered to date: Focus: *Learning Outcomes One and Two*

Survey Assignment: (15%) Covers text materials covered to date: Focus: *Learning Outcomes One and Two*

Case Presentation: (15%) Covers text material. Focus: *Learning outcomes One and Three*

Final Exam: (20%) Covers all course material. Focus: *Learning Outcomes One and Two*

COURSE GUIDELINES & EXPECTATIONS

Peter Drucker, a management writer and practitioner, observed that "business firms have only two major functions - innovation and marketing." This course explores what marketing is and how it is carried out in business firms and other types of organizations. It also examines the role marketing plays in influencing an organization’s innovative efforts. The point of view expressed in the course is that the most successful organizations over the long term are those that are determined to find the right customers and serve the needs of these customers well. The primary task of marketing is to help firms select the best customers and then satisfy their needs/wants at a profit.

MARK 110 is designed to help those going into non-marketing fields by providing a good understanding of the role marketing plays in organizations and the relationship it has with other business functions. It is also intended to give a solid grounding in marketing basics for students who want to pursue more advanced marketing studies.

This is a demanding course. However, it can be a lot of fun too. Please read assigned chapters and take part in the course discussions. Feel free to provide your input by asking questions and contributing from your experience.

Your attendance online/ in class is expected.

SCHOOL OR DEPARTMENTAL INFORMATION

ASSIGNMENTS & EXAMS

Assignment formatting. The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized

Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.