

COURSE SYLLABUS



COURSE TITLE: MARK 110 – Introduction to Marketing

CLASS SECTION: 002

TERM: W2025

COURSE CREDITS: 3

DELIVERY METHOD(S): Tues 2:30-4:20 PM (CBA 214) and Thurs 2:30-4:20 PM (CBA 213), in -person.

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Cammie Jaquays

EMAIL: jaquaysc@camosun.ca

OFFICE: CBA 262 – Interurban Campus.

HOURS: Tues/Thurs 12.30 – 2.20 PM or by appointment.

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

Students will explore Canadian and international marketing structures and techniques. Students will define and segment target markets, use planning and forecasting techniques, analyze the costs and benefits of the marketing mix, prepare and interpret introductory market research data, explore consumer behaviour and consumerism, and be introduced to industrial markets.

PREREQUISITE(S) or CO-REQUISITE(S):

One of:

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

EQUIVALENCIES:

- SPEX 160

COURSE LEARNING OUTCOMES / OBJECTIVES

Students who successfully complete this course will be able to:

- Use market research, including segmentation analysis, to identify potential customers and serve these customers while meeting organizational objectives
- Prepare an effective, sustainable marketing plan
- Contribute to the effectiveness of a marketing team

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Shekter, M. & Jaffey, M. (2025). *Marketing (2nd ed.)*. Pearson Canada Inc.

MyLab is necessary for this course and instructions can be found in D2L – Content – Course Information. The invite is course ID: **jaquays21177** and Student Invite Link: <https://mlm.pearson.com/enrollment/jaquays21177>

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. Mini SIMs and DSMs are completed on Tuesdays in class, and attendance is required for grading purposes.

WEEK	TOPIC	CHAPTER	DELIVERABLES Quiz/SIM due Mon @ 11.59 PM
1 Jan 6-10	Course Overview & Introduction to Marketing	1	Tues in-class: <ul style="list-style-type: none"> Mini SIM practice C1 Creating Cust Value Thurs in-class: <ul style="list-style-type: none"> Scavenger Hunt in class
2 Jan 13-17	Marketing Strategies and Plans	2	Mon Jan 13 @ 11.59PM: <ul style="list-style-type: none"> C1 Quiz Activity #1: Discussion Board Intro In class Tues: <ul style="list-style-type: none"> Mini SIM #1 – C2 Marketing Plan
3 Jan 20-24	The Marketing Environment Thurs – Will Meredith Librarian	3	Mon Jan 20 @ 11.59PM: <ul style="list-style-type: none"> C2 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #2 – C2 Strategic Marketing MKTG Plan Groups of 3 Formed. Thurs in-class <ul style="list-style-type: none"> Activity #2 – Library Research
4 Jan 27 – 31	Marketing Intelligence	4	Mon Jan 27 @ 11.59PM: <ul style="list-style-type: none"> C3 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #3– C3 MKTG Environment Thurs in-class <ul style="list-style-type: none"> Marketing Plan Team Charter
5 Feb 3 - 7	Consumer Buying Behaviour B2B Marketing	5 & 6	Mon Feb 3 @ 11.59PM: <ul style="list-style-type: none"> C4 Quiz Marketing Plan – Part 1 Tues in-class: <ul style="list-style-type: none"> Mini SIM #4 – C5 – Consumer Buying Thurs in-class: <ul style="list-style-type: none"> Activity #3 – Buying Behaviour
6 Feb 10-14	Segmentation, Targeting, and Positioning	7	Mon Feb 10 @ 11.59PM: <ul style="list-style-type: none"> C5 & C6 Quizzes Tues in-class: <ul style="list-style-type: none"> Mini SIM #5 – C5 Decision Making
Feb 17 - 25	Reading Week		Enjoy!
8 Feb 24 - 28	Product and Branding New Product Development	8 & 9	Mon Feb 24 @ 11.59PM: <ul style="list-style-type: none"> C7 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #6 – C7 - Segmentation Thurs in-class <ul style="list-style-type: none"> Activity #4 – Target Market Persona

WEEK	TOPIC	CHAPTER	DELIVERABLES Quiz/SIM due Mon @ 11.59 PM
9 Mar 3 - 7	Marketing the Intangibles – Services Causes Not-for-Profits	10	Mon Mar 3 @ 11.59PM: <ul style="list-style-type: none"> C8 & C9 Quizzes Marketing Plan – Part 2 Tues in-class: <ul style="list-style-type: none"> Mini SIM #7 – C8 – Branding Thurs in-class <ul style="list-style-type: none"> Activity #5 - Services
10 Mar 10 - 14	Pricing Concepts	11	Mon Mar 10 @ 11.59PM: <ul style="list-style-type: none"> C10 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #8 – C10 - New Product Devel
11 Mar 17-21	Distribution & Retailing	12 & 13	Mon Mar 17 @ 11.59PM: <ul style="list-style-type: none"> C11 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #9 – C11 – Pricing Thurs in-class <ul style="list-style-type: none"> Activity #6 – Retailing – Mayfair Mall
12 Mar 24-28	Marketing Communications 1 & 2	14 & 15	Mon Mar 24 @ 11.59PM: <ul style="list-style-type: none"> C12 & C13 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #10 – C13 - Retailing
13 Mar 31 – Apr 4	Media and IMC Ethics, Legal Issues, and CSR Final Exam Review	16 & 18	Mon Mar 31 @ 11.59PM: <ul style="list-style-type: none"> C14 & C15 Quiz Tues in-class: <ul style="list-style-type: none"> Mini SIM #11 – C14 – MKTG Comm
14 Apr 7 - 11	Marketing Plan Project Presentations		Mon Apr 7 @ 11.59PM: <ul style="list-style-type: none"> C16 & C18 Quizzes Marketing Plan #3 Report Tues/Thurs in-class: <ul style="list-style-type: none"> Presentations MP #4 PPT slides
15 Apr 14-17	Exam Week		Date and Time to be determined by end of Feb.

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 noticed is required. Deadlines can be reviewed on the [CAL exams page. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams)

EVALUATION OF LEARNING

ASSESSMENT DESCRIPTION			WEIGHTING
Individual			
	Weekly Chapter Quizzes (Best 15/17 count)	15	
T - In-class*	Mini SIMs (Best 10/11 count)	10	
	In-class Activities (Best 5/6, 2 marks each)	10	
Discussion	<ul style="list-style-type: none"> Activity #1: Discussion Board Introduction 		
Th - In-class*	<ul style="list-style-type: none"> Activity #2: Library Research Worksheet 		
Th - In-class*	<ul style="list-style-type: none"> Activity #3: Buying Behaviour 		

Th - In-class*	• Activity #4: Target Market Persona		
Th - In-class*	• Activity #5: Services Marketing		
Th – Off-site*	• Activity #6: Retail Marketing		
	Final Exam	20	
			55
Marketing Plan Project			
Feb 3	MP #1 – Environmental Analysis and SWOT - INDIVIDUAL	10	
Mar 3	MP #2 – Target Market, Objectives, Positioning, Strategy Statements	10	
Apr 7	MP #3 – Report – 4 Ps cont., Marketing Activities, Actions & Control	15	
Apr 8	MP #4 – Presentation	10	
			45
		TOTAL	100

* Attendance is required to be graded for Mini SIMs and Activities. Non-attendance will result in a grade of zero for that activity/SIM.

COURSE GUIDELINES & EXPECTATIONS

- You must submit assignments on the due date or as announced. A grade of zero is assigned to late submissions. There are no additional assignments, make-up activities, or make-up exams of any kind if you have missed or performed poorly on an assignment, midterm, or final exam.
- Save your file as a pdf, then upload it to D2L. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.
- 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 accepted by instructor. Advise instructor promptly.

AI Policy. Students are responsible for the submission of their own work, in their own words, in accordance with Camosun College's [Academic Integrity Policy](#). Work generated by AI loses the student's voice, relies on algorithms to create wording, doesn't grasp theory well, over-simplifies while is unable to think critically. A paper written by AI is logistically difficult to understand and grade, flattening the student's argument while stripping the voice or reason.

GPTZero is the most reliable AI detection tool I have found and will be used as a guideline should AI be suspected. A grade of zero will be given for the submission and you will be required to meet with me to discuss. No AI detection tool is perfect, and should AI be suspected, it is the beginning of a discussion.

Please note: Grammarly is now AI. Do not use Grammarly's "make my work sound more academic" or any similar options. If using Grammarly, use it offline (turn off your WIFI) or use the MS Word spellchecker. Google Translate uses AI, so writing a student writing a paper in their home language and using Google to translate renders an AI generated paper, a grade of zero and a discussion with me.

SCHOOL OR DEPARTMENTAL INFORMATION

- 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: <https://camosun.libguides.com/apa7>
- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.

- All submitted work must be properly referenced to sources where required by your instructor.

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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.

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 Policy:

<https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

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.