

COURSE SYLLABUS



COURSE TITLE: MARK 110

CLASS SECTION: 003

TERM: Winter 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən 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 updates 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: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C

HOURS: Tuesdays, from 2:30 – 3:20 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

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

Upon successful course completion, students 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

Textbook: Tuckwell, K. & Jaffey, M. (2019). *Think marketing* (3rd ed.). Pearson Canada Inc.

Pearson MyLab: MyLab has important resources you'll need for this class, like your e-text, mini simulations, practice quizzes, helpful study tools and more. To access MyLab, see the *Pearson MyLab Registration Instructions* on our D2L website (under Content/MyLab Registration information.)

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.

Unless otherwise noted, all assignments are due at 11:59 pm.

Week Starting	Topic	Chapter	Deliverables
Week 1 Jan. 9 - 15	Course Overview Contemporary Marketing	1	Activity 1 (Self-Introductions): First post due by Sun., Jan. 15 by 11:59 pm
Week 2 Jan. 16 - 22	External Marketing Environment	2	Activity 1 (Self Introductions): Responses due by Thurs., Jan. 19 Mini Sim 1 due Wed., Jan 18 Activity 2 completed in class D2L Quiz One (Ch. 1 and 2) due Sun., Jan.22

Week 3 Jan. 23 - 29	Strategic Marketing Planning and SMART Objectives	3	Activity 3 Completed in class Mini Sim 2 due Wed., Jan 25 D2L Quiz 2 (Ch. 3) due Sun., Jan. 29 Guest Speaker invited Topic (library research)
Week 4 Jan. 30 – Feb. 5	Marketing Intelligence	4	Activity 4 completed in class D2L Quiz 3 (Ch. 4) due Sun., Feb. 5
Week 5 Feb. 6 – Feb. 12	Consumer and B2B Buying Behaviour	5 & 6	Mini Sim 3 due Wed., Feb. 8 D2L Quiz 4 (Ch. 5 & 6) due Sun., Feb. 12 Marketing Plan Report 1 due Sun., Feb. 12
Week 6 Feb. 13 - 19	Market Segmentation and Positioning	7	Activity 5 completed in class D2L Quiz 5 (Ch. 7) due Sun., Feb. 19
Week 7 Feb. 20 - 26	Reading Break No classes		
Week 8 Feb. 27 – Mar. 5	Product Strategy and Management	8 & 9	Mini Sim 4 due Wed., Mar. 1 D2L Quiz 6 (Ch. 8 & 9) due Sun., Mar. 5 Marketing Plan Report 2a: Objectives, Target Markets and Positioning due Sun., Mar. 5
Week 9 Mar. 6 - 12	Services and Not-for-Profit Marketing	10	Activity 6 completed in class Mini Sim 5 due Wed., Mar. 8 D2L Quiz 7 (Ch. 10) due Sun., Mar. 12
Week 10 Mar. 13 - 19	Pricing	11	Activity 7 completed in class Mini Sim 6 due Wed., Mar 15 D2L Quiz 8 (Ch. 11) due Sun., Mar. 19
Week 11 Mar. 20 - 26	Distribution Retailing	12 & 13	Activity 8 completed in class Mini Sim 7 due Wed., Mar. 22 D2L Quiz 9 (Ch. 12 & 13) due Sun., Mar. 26 Marketing Plan Report 2b: Product and Pricing due Sun., Mar. 26 by 11:59 pm
Week 12 Mar. 27 – Apr. 2	IMC	14	Activity 9 completed in class D2L Quiz 10 (Ch. 14 & 15) due Sun., Apr. 2
Week 13 Apr. 3 – 9	IMC (continued) Team Project	15	Mini Sim 8 due Wed., Apr. 5 Marketing Plan Report 2c: Place, Promotion, Activities and Controls due Sun., Apr. 9 by 11:59 pm
Week 14 Apr. 10 - 14	Final Exam Review Course Conclusion		Final Exam is on Chapters 1 – 15, D2L material and class lectures/sessions
Final Exam Period	Final Exam		Final Exam is scheduled during Winter 2023 Final Exam period (Apr. 17 – 25.) <u>Do not make travel plans prior to Apr. 26</u>

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

DESCRIPTION	WEIGHTING
Quizzes - D2L Quizzes (best 8 of 10 @ 1.25% each)	10
Final Exam	20
Marketing Plan Project (Partner project) <ul style="list-style-type: none"> • Report One: Environmental Scan and SWOT • Reports 2a, b, c: Objectives, Target Markets, Positioning, Product, Pricing, Place, Promotion, Activities and Controls 	15 15
Pearson MyLab Mini Simulations (best 7 of 8 @ 2% each)	14
Discussions and Activities	26
TOTAL	100%

Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information. <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES AND EXPECTATIONS

This is an intense introductory course. The best strategy to approach this course is for students to develop a learning plan at the beginning of the course and to stay “on top of” readings, assignments, and activities.

SCHOOL OR DEPARTMENTAL INFORMATION

Late assignments are not accepted unless the student is ill or in the event of an emergency. Please discuss this with your instructor, ideally before the assignment is due. All assignments must be uploaded to the Assignments area of D2L. Do not email any assignments to your instructor.

All assignments must be set up in APA 7 format, and assignments must be saved in a doc or docx compatible format. Any third-party information included in the student’s assignment submissions must be properly credited using APA 7 formatted in-text citations and a References list.

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.

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 <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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

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](#) (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 Progress

Please visit https://www.camosun.ca/sites/default/files/2021-05/e-1.1_0.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" (<https://camosun.ca/registration-records/policies-and-procedures-students/registration-policies-students>) 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://www.camosun.ca/sites/default/files/2021-05/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 250-370-3841

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 <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.

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.