

# School of Business

## COURSE SYLLABUS



COURSE TITLE: MARK 110 – Introduction to Marketing

CLASS SECTION: 004

TERM: WINTER 2025 – MON & WED (2:30-4:20)

COURSE CREDITS: 3

DELIVERY METHOD(S): F2F –

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](#).

*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

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NAME: Troy Dunning

EMAIL: [dunning@camosun.bc.ca](mailto:dunning@camosun.bc.ca)

OFFICE: CBA 229

HOURS: As posted 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, please discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

### MARK 110 CALENDAR DESCRIPTION

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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.

### PRE or CO-REQUISITES

- One of: • C in English 12 • C in Camosun Alternative
- EQUIVALENCIES • SPEX 160

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful completion of this course a student will be able to:

- Explain the stages in the marketing process
- Collect secondary data when appropriate
- Explain the use of surveys, experiments and observation in market research
- Develop an effective questionnaire
- Segment a market using benefit, demographics, lifestyle, usage or geography
- Develop a market-product grid for segmenting and targeting a market.
- Draw a perceptual positioning map and explain product positioning
- As a member of a team, build and present a marketing plan for a product or service

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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Text: Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Snow, K (2024). *MKTG: Principles of marketing* (6th Cdn. ed.). Toronto, ON: Cengage Education.

Ebook is available through Cengage Education - <https://www.cengage.com/>

- Other: Course readings as assigned by instructor and posted on D2L.
- Optional: Textbook online material (MindTap). Access code and purchasing instructions listed on the courses D2L News page.

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

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

WEEK	DATE	TOPIC		ACTIVITIES / ASSIGNMENTS
1	Jan. 6-10	An Introduction to Marketing.	Ch. 1	Quiz – Chpt. 1
2	Jan. 13-17	The External Marketing Environment.  Strategic Planning	Ch. 2  CH. 3	Quiz – Chpt. 2 Quiz – Chpt. 3 Individual Product Choice for Mark Plan Project Due D2L Sun @ 11:59 pm
3	Jan. 20-24	<b>Library Guest Speaker</b> Marketing Research and Analytics	Ch. 4	Quiz – Chpt. 4
4	Jan. 27-31	Consumer Decision making	Ch. 5	Quiz – Chpt. 5
5	Feb. 3-7	Business Marketing	Ch. 6	Quiz – Chpt. 6
6	Feb. 10-14	Segmentation. Targeting and Positioning	Ch. 7	Quiz – Chpt. 7 MP Report Part 1 / Environmental Scan / SWOT Analysis Due D2LSun @ 11:59 pm

7	Feb. 17-21	Family Day & Reading Week – NO CLASSES		
8	Feb. 24-29	Branding Product Concepts	Ch. 8 Ch. 9	Quiz – Chpt. 8 Quiz – Chpt. 9
9	Mar. 3-7	Services Marketing	Ch. 10	Quiz – Chpt. 10 MP Report Part 2 / Target Market & Product/ Price Due D2L Sun @ 11:59 pm
10	Mar. 10-14	Setting the Right Price	Ch. 11	Quiz – Chpt. 11  Case Study Assigned & Teams Formed
11	Mar. 17-21	Marketing Channels	Ch. 12	Quiz – Chpt. 12 Case Study Team Charter Due D2L Sun @ 11:59 pm
12	Nov. 24-28	Marketing Communications  Work on Individual MP	Ch. 13	Quiz – Chpt. 13 MP Part 3 / Full Report Due D2L Sun @ 11:59 pm
13	Mar. 31-Apr. 4	Digital Storytelling Work on Team Case Study	Ch. 14	Quiz – Chpt. 14 Case Study Individual Contribution Due D2L Fri @ 11:59 pm
14	April 7-11	<ul style="list-style-type: none"> <li>• Case Study Team Presentations</li> <li>• Team case PPT: Due D2L</li> </ul>		

**NOTE - Final Exam – Chapters TBD – Exam Period – TBA**

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 scan 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 %
<b>Individual Assignments</b> <b>Exams:</b> Weekly chapter quizzes – 14 in total (best 10 quizzes scored) Final Exam – Exam Week – TBD (Apr. 14-25)	15 20
<b>Marketing Plan (MP) Project</b> Part 1 – Environmental Scan / SWOT (10%) Part 2 – Target Market & Product / Price / Place (10%) Part 3 - Promotion - Evaluation & Controls (10%)	30
<b>Activities at Instructor Discretion</b> #1 Marketing Research Survey Assignment (10%) #2 Consumer Behaviour – “self profile” (5%) #3 Marketing Mix – marketing and pricing (5%) #4 Marketing Mix – advertising campaign analysis (5%)	25
<b>Team Assignment:</b> Case Study Presentation – Part 1 – Team Case Charter. Part 2 – Week 14 in-class Team Case Presentation	10
<b>Total</b>	<b>100%</b>

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## 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.

**EXAM WEEK – Apr. 14-25 – Exam TBD**

**Your attendance 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

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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

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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	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>

Support Service	Website
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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](#) (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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.