

COURSE SYLLABUS



COURSE TITLE:	MARK 110 – Introduction to Marketing
CLASS SECTION(S):	005 and 007
TERM:	Fall 2023
COURSE CREDITS:	3
DELIVERY METHOD(S):	Mini lectures and applied learning activities

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 in-person course or completion of an assigned activity to indicate your intention to be in the course. If you do not attend or complete the assigned activity, 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: Marina Jaffey, MEd, BCom, CPCC, ACC

EMAIL: marina@camosun.ca

OFFICE: CBA 262

HOURS: As posted on D2L Home Page or by appointment – email marina@camosun.ca

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

MARK 110 is an informative introduction to marketing course which 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.

PREREQUISITE(S):

Prerequisite:

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](#)

COURSE LEARNING OUTCOMES

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

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

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 *MyLab Registration Instructions* on D2L under Content / MyLab. Our MARK 110 course ID is: **jaffey07555**

COURSE SCHEDULE

This schedule and course components are subject to change with advance notice, as deemed appropriate by instructor.

Week Starting	Topic	Chapter	Deliverables
Week 1 – Sept. 5	Course Overview & Contemporary Marketing	1	Team Based Learning (TBL) - Overview & teams formed; iRAT & tRAT on Syllabus, D2L, and Student Supports/Resources (Scavenger Hunt) Marketing Plan – Overview & complete GANTT for part 1: SWOT
Week 2 – Sept. 11	External Marketing Environment	2	Mini Sim 1 due Wednesday by 11 pm TBL #1: iRat & tRat (ch. 1 & 2) & Activity 1: Marketing Mix (4Ps) Marketing Plan: Meet client in 2 nd class
Week 3 – Sept. 18	Strategic Marketing Planning & SMART Objectives	3	Mini Sim 2 due Wednesday by 11 pm Guest Speaker: Margie Clarke Business Librarian Assign 1: Library research worksheet due in class Assign 2: Academic integrity & digital badge due Sat. 11:59 pm
Week 4 – Sept. 25	Marketing Intelligence Sept. 30 - National Day for Truth & Reconciliation	4	TBL #2: iRat & tRat (ch. 3 & 4) & Activity 2: Marketing Intelligence Optional Assign: Orange Shirt Day for bonus marks
Week 5 – Oct. 2	Consumer & B2B Buying Behaviour	5 & 6	Mini Sim 3 we will complete in class Marketing Plan – Report 1 due Sunday by 11:59 pm
Week 6 – Oct. 9	Market Segmentation & Positioning Oct. 9 - Thanksgiving	7	TBL #3: iRat & tRat (ch. 5, 6 & 7) & Activity 3a: Consumer Behaviour and Activity 3b: Segmentation TBL: interim peer evaluation (individual) due Friday by 11:59 pm
Week 7 – Oct. 16	Product Strategy	8	Marketing Plan – Part 2a: Objectives, Target Markets & Positioning DRAFT due 2nd class
Week 8 – Oct. 23	Product Management	9	Mini Sim 4 due Wednesday by 11 pm TBL #4: iRat & tRat (ch. 8 & 9) & Activity 4: Mystery Brand
Week 9 – Oct. 30	Services	10	Mini Sim 5 due Wednesday by 11 pm
Week 10 – Nov. 6	Pricing Nov. 11 - Remembrance	11	Mini Sim 6 due Wednesday by 11 pm TBL #5: iRat & tRat (ch. 10 & 11) & Activity 5: Pricing Marketing Plan – Work on part 2b: Product/Service and Price
Week 11 – Nov. 13	Distribution & Retailing	12 & 13	Assign 3: Retailing (1st class is an off campus class) - Meet at Mayfair Shopping Centre at the Food Court (near New York Fries) at start of class. I will give you the assignment when you arrive at the mall Marketing Plan – Part 2b: Product/Service and Price DRAFT due 2nd class
Week 12 – Nov. 20	IMC	14	TBL #6: iRat & tRat (ch. 14 & 15) & Activity 6: IMC Marketing Plan – Work on part 2c: Place, Promotion and Controls
Week 13 – Nov. 27	IMC (continued) Final Exam Review	15	Mini Sim 7 due Wednesday by 11 pm Final exam review in class Marketing Plan – Final Report and Presentation Slides due Sunday by 11:59 pm
Week 14 – Dec. 4	Project Presentations Exams are Dec 11-22		Marketing Plan – 1st class: Practice Presentations & 2nd class: Present to client TBL: final peer evaluation (individual) due Friday by 11:59 pm

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](http://camosun.ca/services/accessible-learning/exams.html).

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EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Team Based Learning (TBL) <ul style="list-style-type: none">iRat (6 @ 1% each = 6%)tRat (best 5 of 6 @ 2% each = 10%)TBL Activities (best 6 of 7 @ 1.6% each = 10%)TBL team evaluation - week 6 and week 14 (required)	26
Final Exam	20
Assignments (3 @ 4% each) <ul style="list-style-type: none">Assign. 1: Library research worksheet (individual)Assign. 2: Academic integrity and digital badge (individual)Assign. 3: Retailing (individual or with a partner)	12
Mini Simulations (best 6 of 7 @ 2% each)	12
Marketing Plan Project <ul style="list-style-type: none">- Report 1 – Situation Analysis and SWOT (10%)- Final Report – includes Report 1 plus Parts 2a, b, c (Objectives, Target Markets, Positioning, Marketing Mix, Implementation, and Controls) (15%)- PowerPoint slides and Presentation (5%)	30
TOTAL	100%

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](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>

LATE POLICY

- 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 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.

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: <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.

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](#)

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 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. 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.