

# COURSE SYLLABUS



COURSE TITLE:	<b>MARK 110: Introduction to Marketing</b>
CLASS SECTION:	005
TERM:	2024 Fall
COURSE CREDITS:	3
DELIVERY METHOD(S):	in-person (classroom)

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

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## ***Mandatory Attendance for First Class Meeting of Each Course***

*This course section requires mandatory attendance for the first class meeting of the 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 for Students" [Registration Policies for Students | Camosun College](#).*

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## INSTRUCTOR DETAILS

NAME:	Glen Allen
EMAIL:	<a href="mailto:alleng@camosun.ca">alleng@camosun.ca</a>
OFFICE:	CBA 265 (Interurban)
HOURS:	Monday (10:30-11:30am; 1:30-2:30pm); Tuesday (2:30-3:30pm); 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.*

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## 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.

PREREQUISITE(S):	One of: <ul style="list-style-type: none"><li>• C in Math 11, MATH 077, or MATH 137;</li><li>• C+ in MATH 072, MATH 075, or MATH 135;</li><li>• Bachelor degree from a recognized post-secondary institution</li></ul>
CO-REQUISITE(S):	C in English 12 or Camosun Alternative (see <a href="http://www.calendar.camosun.ca">www.calendar.camosun.ca</a> )
EQUIVALENCIE(S):	SPEX 160
EXCLUSION(S):	n/a

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful course completion, students will be able to:

1. 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

2. 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

3. 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

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**Textbook:** Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., & Gaudet, D. (2025). *MKTG: principles of marketing* (7th Cdn. ed.). Cengage Learning Canada, Inc.  
Paperback ISBN: 978-1-77841-039-0 // Ebook ISBN: 978-1-77841-390-2

The textbook is available in both paper copy and electronic (e-text) format. It can be purchased through:

- ✓ Camosun Bookstore ([www.camosuncollegebookstore.ca](http://www.camosuncollegebookstore.ca)) is open for in-person shopping, as well as online textbook orders for shipment to your home or on-campus pick-up. Access codes and e-texts are also available for purchase through the bookstore.
- ✓ Cengage Learning ([www.cengage.ca](http://www.cengage.ca)) sells both paper copy and e-texts.

This text is also available via a digital resource called *MindTap*. *MindTap* includes the e-text plus a range of useful resources such as videos, chapter reviews, self-quizzes, etc. Students are \*not\* required to purchase *MindTap*, but may find it a useful resource – particularly if you are already planning to use the e-text. Students who purchase *MindTap* will need a student registration URL and a course key to access the site. These will be provided by your instructor during the first week of class.

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

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In general, the course will operate as follows:

- This 14-week course is scheduled to run from September 3 – December 7 on the Interurban Campus.
- In-person lectures will take place each Monday (2:30-4:20pm in CBA 211) and Wednesday (2:30-4:20pm in CBA 202) beginning Wednesday, September 4.
- Attendance is expected at all classes; students are asked to email instructor in advance any absence.
- Lecture materials, quizzes, assignments, and other resources will be posted to the course's D2L site (<http://online.camosun.ca/>). Lecture slides will typically be posted immediately following each lecture.
- Unless otherwise noted, in-class quizzes will be scheduled for each Wednesday afternoon.
- Unless otherwise noted, all written assignments will be due by 11:59pm each Sunday evening.
- A comprehensive final exam will be held during the exam period following the completion of classes (final exam date/format to be announced).

Please see the following page for a comprehensive list of chapter readings, assignment due dates, and other information. Please note that this schedule is intended as a guide only and is subject to periodic revision at the discretion of the instructor.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. This version last revised: **September 2, 2024.**

Date	Topic	Reading	Assignment / Activity	Due Date
Week 1 Sep 3 - 8 <i>*No class Sep 2*</i>	MARK 110 Course Intro; Introduction to Marketing	Ch.1	D2L Ungraded Sample Quiz	Wed Sep 4 @ 11:59pm
			D2L Discussion #1 (Self-Intro)	Sun Sep 8 @ 11:59pm
Week 2 Sep 9 - 15	External Marketing Environment; Strategic Marketing	Ch.2 Ch.3	In-class Quizzes (Ch.1, 2)	Wed Sep 11 (in-class)
			Prizm Postal Code Lookup	Sun Sep 15 @ 11:59pm
			D2L Discussion #2 (Ch.2)	
Week 3 Sep 16 - 22	Marketing Research & Surveys; Academic Integrity & APA; Library Research Workshop	Ch.4	In-class Quizzes (Ch.3, 4)	Wed Sep 18 (in-class)
			Acad. Integrity Course (D2L)	Sun Sep 22 @ 11:59pm
			APA Citation Course (D2L)	
Week 4 Sep 23 - 29	Consumer Decision Making; Business-to-Business Marketing	Ch.5 Ch.6	In-class Quizzes (Ch.5, 6)	Wed Sep 25 (in-class)
			D2L Discussion #3 (Ch.5)	Sun Sep 29 @ 11:59pm
			Consumer Survey	
Week 5 Sep 30 - Oct 6 <i>*No class Sep 30*</i>	Segmenting, Targeting, & Positioning	Ch.7	D2L Discussion #4 (Ch.7)	Sun Oct 6 @ 11:59pm
Week 6 Oct 7 - 13	Brand Management; MP Final Report Instructions	Ch.8	In-class Quiz (Ch.7, 8)	Wed Oct 9 (in-class)
			D2L Discussion #5 (Ch.8)	Sun Oct 13 @ 11:59pm
			Marketing Plan – PART 1	
Week 7 Oct 14 - 20 <i>*No class Oct 14*</i>	Product Concepts & Packaging	Ch.9		
Week 8 Oct 21 - 27	Price Setting	Ch.11	Packaging Analysis	Wed Oct 23 (in-class)
			In-class Quiz (Ch.9, 11)	
			D2L Discussion #6 (Ch.11)	Sun Oct 27 @ 11:59pm
Week 9 Oct 28 - Nov 3	Marketing Channels & Retailing	Ch.12	In-class Quiz (Ch.12)	Wed Oct 30 (in-class)
Week 10 Nov 4 - 10	Marketing Communications	Ch.13	D2L Discussion #7 (Ch.13)	Sun Nov 10 @ 11:59pm
Week 11 Nov 11 - 17 <i>*No class Nov 11*</i>	Marketing Communications; Digital Storytelling	Ch.13	In-class Quiz (Ch.13)	Wed Nov 13 (in-class)
Week 12 Nov 18 - 24	Digital Storytelling; MP Final Report & Presentation Preparation	Ch.14	In-class Quiz (Ch.14)	Wed Nov 20 (in-class)
			Marketing Plan – FINAL REPORT	Sun Nov 24 @ 11:59pm
Week 13 Nov 25 - Dec 1	Marketing Plan Presentations		Marketing Plan – PRESENTATIONS	Mon Nov 25 @ 2:30pm Wed Nov 27 @ 2:30pm
Week 14 Dec 2 - 7	Services Marketing	Ch.10	In-class Quiz (Ch.10)	Wed Dec 4 (in-class)
			D2L Discussion #8 (Ch.10)	Sat Dec 7 @ 11:59pm
Final Exam Period Dec 9 - 17	Final Exam - all chapters & course material; exact date and format to be announced			

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

DESCRIPTION	WEIGHTING
Individual/Pair Assignments <ul style="list-style-type: none"> <li>• D2L Discussion Forum Participation – individual (8%)</li> <li>• Academic Integrity &amp; APA Citation Modules – individual (2 x 2%)</li> <li>• Prizm Postal Code Lookup – individual (7%)</li> <li>• Consumer Survey – individual or pairs (7%)</li> <li>• Packaging Analysis – individual or pairs (7%)</li> </ul>	33%
Marketing Plan Project <ul style="list-style-type: none"> <li>• MP Part 1 – individual or pairs (15%)</li> <li>• MP Final Report – teams (15%)</li> <li>• MP Presentation – teams (5%)</li> </ul>	35%
Quizzes & Exams <ul style="list-style-type: none"> <li>• Chapter Quizzes (12%)</li> <li>• Final Exam (20%)</li> </ul>	32%
<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](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.

<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

**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 Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Unless otherwise specified, all assignments should use 12-pt Times New Roman font.
- Grammar, spelling, style, and APA formatting of citations and references will be assessed in your mark.
- All secondary data incorporated into assignment submissions must be properly referenced to source(s).
- Unless otherwise specified, all assignment file names should begin with student's last name and be submitted to the appropriate D2L Assignments folder by the scheduled due date.
- Unless otherwise specified, you are to submit your own work; any collaborated or AI-generated work (unless permitted by the instructor) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Assignment, quiz, and exam deadlines.** All assignments must be submitted on or before the scheduled due date. A grade of zero will be assigned for late submissions or for non-attendance at a scheduled exam (exceptions will be made only for documented medical or family emergencies, and will require instructor approval in advance). There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, quiz, midterm, or final exam.

- Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss assignment and exam accommodation timelines with their instructors at the beginning of each semester.
- Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

## SCHOOL OR DEPARTMENTAL INFORMATION

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The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

- See Camosun College (2021) [Academic Integrity Policy](#): "Students' Rights and Responsibilities".

Acts of academic dishonesty include, but are not limited to:

- Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- Providing answers to another student in any test, examination, or take-home assignment.
- Taking any unauthorized materials into an examination or test.
- Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

**Final Exams:** Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance.

## 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 [camosun.ca/services](https://camosun.ca/services).

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

### 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](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto: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.

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