

COURSE SYLLABUS



COURSE TITLE: Mark 110

CLASS SECTION: 06

TERM: Fall 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): face-to-face

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

NAME: Michelle Clément

EMAIL: clement@camosun.bc.ca

OFFICE: CBA 274

HOURS: one hour before class time

CLASS: Mondays 6-8:50 in CBA 282

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.

PREREQUISITE(S): One of:

One of: C in Foundations of Math 11 C in Pre-calculus 11 C in MATH 077 C in MATH 137 C+ in MATH 072 C+ in MATH 075 C+ in MATH 135 A Bachelor degree from a recognized post-secondary institution - Must be completed prior to taking this course.

One of: C in English 12 C in English 12 First Peoples C in English Studies 12 C in Literary Studies 12 C in ENGL 091 and ENGL 093 C in ENGL 092 and ENGL 094 C in ENGL 092 and ENGL 096 C in ENGL 103 and ENGL 104 C in ENGL 142 C in ELD 092 and ELD 094 C in ELD 097 C in ELD 103 and ELD 104 - Must be taken either prior to or at the same time as this course.

COURSE LEARNING OUTCOMES / OBJECTIVES

At the end of the course, the learner will be able to:

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

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Text: Tuckwell, K. & Jaffey, M. (2019). *THINK marketing*. (3rd Ed). Toronto: Pearson.

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

WEEK /DATE RANGE	TOPIC & Readings	Assignments
1-Sept 5	No class-Labour Day	
2- Sept 12	Introduction Ch 1 External Marketing Ch 2	Chapter 1 and 2 mini-sim due Sunday Sept 18 midnight Chapter 1 & 2 Practice Quiz
3-Sept 19	Planning Ch 3	Chapter3 mini-sim due Sunday, Sept 25 th midnight Chapter 3 Quiz due 6pm Monday
4-Sept 26	Intelligence Ch 4	Chapter 4 mini-sim due Sunday, Oct 2 midnight Chapter 4 Quiz due 6pm Monday
5-Oct 3	Consumers Ch 5 B-2B Ch 6	Chapter 5 mini-sim due Friday Oct 8 midnight Chapter 5 Quiz due 6pm Monday
6-Oct 10	NO CLASS Thanksgiving	Chapter 6 mini-sim due Sunday Oct 16 midnight Chapter 6 Quiz due 6pm Monday MP Part 1 due Oct 11 midnight
7-Oct 17	Segmentation Ch 7	Chapter 7 mini-sim due Sunday, Oct 23 midnight Chapter 7 Quiz due 6pm Monday
8-Oct 24	Product Ch 8	Chapter 8 mini-sim due Sunday Oct 30 midnight Chapter 8 Quiz due 6pm Monday
9- Oct 31	Product Ch 9 Services Ch 10	Chapter 9 mini-sim due Sunday Nov 6 midnight Chapter 9 Quiz due 6pm Monday Chapter 10 mini-sim due Sunday Nov 13 midnight Chapter 10 Quiz due 6pm Monday
10-Nov 7	Price Ch 11	Chapter 11 mini-sim due Sunday Nov 13 midnight Chapter 11 Quiz due 6pm Monday MP Part 2 due Sunday Nov 13 midnight
11-Nov 14	Distribution Ch 12	Chapter 12 mini-sim due Sunday Nov 21midnight Chapter 12 Quiz due 6pm Monday Case teams formed & team charter completed
12-Nov 22	IMC Ch 14	Chapter 14 mini-sim due Sunday Nov 27 midnight Chapter 14 quiz due 6pm Monday

WEEK /DATE RANGE	TOPIC & Readings	Assignments
13-Nov 28	IMC Ch 15	Chapter 15 mini-sim due Sunday Dec 5 midnight Chapter 15 Quiz due 6pm Monday MP Part 3 due Dec 5 midnight
14-Dec 6		Team Case presentations
Exam week		<i>TBD when exam schedule posted</i>

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
Tests (individual) <ul style="list-style-type: none"> • Weekly quizzes (best 10 of 11) 10% • Final Exam 20% 	30%
Marketing Plan (MP) Project <ul style="list-style-type: none"> • Part 1—Environmental Scan/SWOT 10% • Part 2-Target Market & Product & Price (10%) • Part 3- Place & Promotion-Evaluation & Controls (10%) 	30%
Marketing in the news presentation (individual)	5%
Micro-simulations (Individual)	10%
Case presentation (team)	10%
In-class marketing activities	15%
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>

COURSE GUIDELINES & EXPECTATIONS

No late submissions will be accepted except with documented medical or family emergencies. It is the student's responsibility to ensure adequate access and time to upload electronic submissions.

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/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](#)

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.

- a. **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.
- b. Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c. 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.

- d. **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. See Camosun College (2018) Final Examinations from: <http://camosun.ca/learn/calendar/current/procedures.html#academic>.

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

Support Service	Website
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.

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. 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.