

# COURSE SYLLABUS



COURSE TITLE: Mark 110

CLASS SECTION: 006

TERM: W2024

COURSE CREDITS: 3

DELIVERY METHOD(S): in-person

Camosun College campuses are located on the traditional territories of the Lək'wəḡən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

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## INSTRUCTOR DETAILS

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NAME: T.J. Babey

EMAIL: [babeyt@camosun.ca](mailto:babeyt@camosun.ca)

OFFICE: CBA 266

HOURS: TBD

*As your course instructor, I endeavor 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

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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.

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

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### Intended Learning Outcomes

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

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Texts: Text: Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Shearer, J. (2019). *MKTG: Principles of marketing* (5th Cdn. ed.). Toronto, ON: Cengage.

Other: Course readings as assigned by instructor and posted on D2L.

## 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.

See next page...

| Week | Dates | Topic  | Assigned Readings          | Activities/Discussion<br>Due Dates  |
|------|-------|--|----------------------------|---|
| 1    |       | Meet and Greet<br>Introduction to Marketing  | Chapter 1                  |   |
| 2    |       | The Marketing Environment,<br>Social Responsibility and<br>Ethics<br><br>Strategic Planning for<br>Competitive Advantage | Chapter 2<br><br>Chapter 3 | Quiz 1 (Practice) due Sunday @11:59pm<br>Quiz 2 due Monday @ 11:59pm  |
| 3    |       | Market Research and<br>Analytics<br><br>Library Presentation and<br>APA  | Chapter 4                  | Quiz 3 due Sunday @ 11:59pm<br><br>Marketing Plan Topic and Team<br>Charter due Sunday, 11:59pm   |
| 4    |       | Consumer Decision Making<br><br>Work on research<br>assignment   | Chapter 5                  | Group Case Presentation – Chapter 5<br>Quiz 4 due Sunday @ 11:59pm<br>Survey Assignment due Sunday,<br>11:59pm  |
| 5    |       | Business Marketing<br><br>Segmenting, Targeting and<br>Positioning   | Chapter 6<br>Chapter 7     | Group Case Presentation – Chapter 6<br>Group Case Presentation – Chapter 7<br>Quiz 5 due Sunday, 11:59pm  |
| 6    |       | CRM/In-Class time to work<br>on Part 1 of Marketing Plan<br><br>Product Concepts   | Chapter 8<br>Chapter 9     | Group Case Presentation – Chapter 8<br>Group Case Presentation – Chapter 9<br>Quiz 6 due Sunday, 11:59pm<br>Part 1 of Marketing Plan Due Sunday,<br>11:59pm |
| 7    |       | Developing and Managing<br>Products<br><br>Services and Not-for-Profit   | Chapter 10<br>Chapter 11   | Group Case Presentation – Chapter 10<br>Group Case Presentation – Chapter 11<br>Quiz 7 due Sunday, 11:59pm  |
| 8    |       | Setting the Right Price<br><br>Marketing Channel and<br>Supply Chain Management  | Chapter 12<br>Chapter 13   | Group Case Presentation – Chapter 12<br>Group Case Presentation – Chapter 13<br>Quiz 8 due Sunday, 11:59pm  |

|    |  |  |            |  |
|----|--|--|------------|--|
| 9  |  | Retailing<br>In-class time to work on part 2 of Marketing Plan | Chapter 14 | Group Case Presentation – Chapter 14<br>Quiz 9 due Sunday, 11:59pm<br>Part 2 of Marketing Plan, due Sunday, at 11:59pm |
| 10 |  | Marketing Communications                                       | Chapter 15 | Group Case Presentation – Chapter 15<br>Quiz 10 due Sunday, 11:59pm  |
| 11 |  | Advertising, Public Relations and Direct Response              | Chapter 16 | Group Case Presentation – Chapter 16<br>Quiz 11 due Sunday, 11:59pm  |
| 12 |  | Sales Promotion and Personal Selling                           | Chapter 17 | Group Case Presentation – Chapter 17<br>Quiz 12 due Sunday, 11:59pm  |
| 13 |  | Social Media and Digital Strategies<br>Review Class!!!!        | Chapter 18 | Part 3 of Marketing Plan due Sunday, 11:59pm   |
| 14 |  | Review Class!<br>Last minute questions                         |            |  |

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](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

## EVALUATION OF LEARNING

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|  |            |
|--|------------|
| Tests: (Individual)                                      |            |
| Weekly quizzes   | 10         |
| Final Exam   | 20         |
| Marketing Plan (MP) Project (Pairs)                      | 30         |
| Part 1 – Environmental Scan / SWOT (10%)                 |            |
| Part 2 – Target Market & Product & Price (10%)           |            |
| Part 3 - Place & Promotion - Evaluation & Controls (10%) |            |
| Market Research Assignment                               | 15         |
| Case presentation (teams)                                | 15         |
| In-Class Activities                                      | 10         |
| <b>TOTAL</b>   | <b>100</b> |

Marketing Plan Assignment: (30%) Marketing Plan Project; Focus: *Learning Outcomes One, Two and Three*

In class activities: (10%) (5 activities TBA throughout the term) Focus: *Learning Outcomes One, Two and Three*

Weekly chapter quizzes completed in D2L by Sunday 11:59 pm : (10%) Covers text material covered to date: Focus: *Learning Outcomes One and Two*

Survey Assignment: (15%) Covers text materials covered to date: Focus: *Learning Outcomes One and Two*

Case Presentation: (15%) Covers text material. Focus: *Learning outcomes One and Three*

Final Exam: (20%) Covers all course material. Focus: *Learning Outcomes One and Two*

## COURSE GUIDELINES & EXPECTATIONS

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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.

Your grades will be determined by activities, assignments, quizzes a midterm and end of term exam. All components will reflect the application of material from the notes and readings on D2L and/or discussed in class. All your work will be evaluated as if it were being delivered in a real-life business environment.

Your attendance in class is expected.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### 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

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).

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| 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> |

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| Support Service                     | Website   |
|-------------------------------------|---|
| 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.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

### 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 [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <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.