

COURSE SYLLABUS



COURSE TITLE: MARK 110: Introduction to Marketing
CLASS SECTION: 007
TERM: Winter 2024
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-Face Mondays 6:00 - 8:50pm

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](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK110 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](#)

INSTRUCTOR DETAILS

NAME: Jeremy Heryet
EMAIL: heryetj@camosun.ca
OFFICE: W228
HOURS: Mondays 5:15 - 6:00 (email me 24 hours in advance), and virtually by appointment
WEBSITE: <https://online.camosun.ca/d2l/home>

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:

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 COREQUISITE(S) One of:

C in English 12

C in [Camosun Alternative](#)

Equivalencies – SPEX 160

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 intended for students who want to pursue more advanced marketing studies, giving them a solid grounding in marketing basics. It is also designed to provide those going into non-marketing fields with a good understanding of the role marketing plays in organizations and the relationship it has with other business functions.

This is a demanding course. Be sure to read assigned chapters and take part in the course discussions. You are highly encouraged to provide your input by asking questions and contributing from your experience.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- a) 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

- b) 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

c) 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

1. **Text:** Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Shearer, J. (2022). *MKTG: Principles of marketing* (5th Cdn. ed.). Toronto, ON: Nelson Education.

The textbook can be purchased from the [Camosun College Bookstore](#) in e-text version or in hard copy.

2. **Other:** Students are responsible for course readings as assigned by instructor and posted on D2L.

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

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

MARK 110 Course Schedule Winter 2024

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Jan. 8)	<ul style="list-style-type: none">• Welcome, introductions, class norms, and housekeeping items• Chapter 1 – Introduction to Marketing	Onboarding checklist due Sunday Jan. 14 at 11:59pm in D2L

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 2 (Jan. 15)	<ul style="list-style-type: none"> • Chapter 2 – The Marketing Environment • Chapter 3 - Strategic Planning for Compet. Adv. • Introduce Research Brief assignment 	
Week 3 (Jan. 22)	<ul style="list-style-type: none"> • Guest speaker from Library - TBC • Chapter 4 - Marketing Research 	Research Brief due Sunday Jan. 28 at 11:59pm in D2L
Week 4 (Jan. 29)	<ul style="list-style-type: none"> • Chapter 5 - Consumer Decision Making • Chapter 6 - Business Marketing • Introduce Marketing Plan Part 1 	
Week 5 (Feb. 5)	<ul style="list-style-type: none"> • Chapter 7 - Segment, Target, and Position • Chapter 8 - Customers Relationship Management (light) • Introduce Marketing Plan parts 2 & 3 	Marketing Plan Part 1 - PowerPoint due in D2L Sunday February 11 at 11:59pm
Week 6 (Feb. 12)	<ul style="list-style-type: none"> • Chapter 9 - Product Concepts • Chapter 10 - Developing & Managing Products • Introduce Buyer Behaviour Report • Study time for Quiz 1 	Quiz #1 – Chapters 1 to 6 – available Feb. 14 at 12am to Feb. 16 at 11pm
Week 7 (Feb. 19)	<p>Family Day Feb. 19 (College closed)</p> <p>Reading Break Feb. 20 to 23</p> <p>Conversations Day Feb. 23 (College closed)</p>	
Week 8 (Feb. 26)	<ul style="list-style-type: none"> • Chapter 11 - Services and Non-Profit Marketing • Chapter 12 - Setting the Right Price • Time to work on Buyer Behaviour Report 	
Week 9 (Mar. 4)	<ul style="list-style-type: none"> • Chapter 13 - Channels and Supply Chain Management • Time to work on Buyer Behaviour Report 	Buyer Behaviour Report due in D2L Tuesday March 5 at 11:59pm
Week 10 (Mar. 11)	<ul style="list-style-type: none"> • Chapter 14 - Retailing • Chapter 15 - Marketing Communications • Time to work on Marketing Plan Part 2 	Marketing Plan Part 2 due in D2L Wednesday March 13 at 11:59pm
Week 11 (Mar. 18)	<ul style="list-style-type: none"> • Chapter 16 - Advertising, PR, and Direct Response • Chapter 17 - Sales Promotions and Personal Selling • Introduce Case Analysis: Situation - SWOT - Strategy Assignment (completed in pairs) • Time to study for Quiz 2 	<p>Quiz #2 – Chapters 7 to 12 – available Mar. 20 at 12am to Mar. 22 at 11pm</p> <p>Team Charter / Contract for Case Analysis due Sunday March 24, 2024 in D2L</p>
Week 12 (Mar. 25)	<ul style="list-style-type: none"> • Chapter 18 - Social Media Strategies • Time to work on Case Analysis: Situation - SWOT - Strategy Assignment (completed in pairs) • Time to work on Marketing Plan Part 3 <p>March 29 – Good Friday (College closed)</p>	

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 13 (Apr. 1)	April 1 – Easter Monday (College closed)	Case Analysis due in D2L Sunday April 7 at 11:59pm; presentations next day in-class
Week 14 (Apr. 8)	• Case Analysis presentations in pairs in-class	Marketing Plan Part 3 PowerPoint and Brief due in D2L Friday April 12 at 11:59pm
Exam Period April 15 to 23	The Final Exam is held at a set time and date . Do not make travel or other arrangements that may conflict with exams . The Exam schedule will be posted by February 16.	

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
a) Onboarding checklist and Research Brief (5% each)	10
b) Assignments <ul style="list-style-type: none"> • Case Analysis: Situation→SWOT→Strategy - 15% • Report: Buyer Behaviour - 15% 	30
c) Marketing Plan Project <ul style="list-style-type: none"> • MP1 – Environmental Analysis and SWOT Presentation (Individual) – 10% • MP2 – SWOT, Target Market, Objectives, Positioning (Paired) – 10% • MP3 – Brief: 4P Actions & Control (Paired) – 10% 	30
d) Quizzes (2 @ 5% each)	10
e) Final Exam	20
TOTAL	100%

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.*

- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11:59pm** on the due date, unless otherwise indicated.
- Quizzes and the final exam in this course have set times. Please note this and make arrangements to be available to take the quizzes and final at the time indicated.

SCHOOL OR DEPARTMENTAL INFORMATION

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](#)

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services

Support Service	Website
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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. To contact the Office of Student Support: 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.