

COURSE SYLLABUS



COURSE TITLE:	MARK 110
CLASS SECTION:	007
TERM:	Winer 2025
COURSE CREDITS:	3
DELIVERY METHOD(S):	Face-to-face Mondays from 6-8:50pm

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

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK110 requires mandatory attendance for the first class 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:	CBA 266
HOURS:	By appointment. Please email to arrange a time.

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.

PRE or COREQUISITE(S) One of:

- C in English 12
- C in [Camosun Alternative](#)

Equivalencies – SPEX 160

Students will explore Canadian and international marketing structures and techniques. Students will define and segment target markets, use planning and forecasting techniques, analyze the costs and benefits of the marketing mix, prepare and interpret introductory market research data, explore consumer behaviour and consumerism, and be introduced to industrial markets.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Explain the stages in the marketing process
- Collect secondary data when appropriate
- Explain the use of surveys, experiments and observation in market research
- Develop an effective questionnaire
- Segment a market using benefit, demographics, lifestyle, usage or geography
- Develop a market-product grid for segmenting and targeting a market
- Draw a perceptual positioning map and explain product positioning
- As a member of a team, build and present a marketing plan for a product or service

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Text: Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M. & Gaudet, D. (2025). *MKTG: Principles of marketing* (6th Cdn. ed.). Toronto, ON: Nelson Education.

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

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.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 1 (Jan. 6, 2025)	<ul style="list-style-type: none">● Welcome and course overview and introduction.● Chapter 1 – An Introduction to Marketing.● Chapter 2 – The External Marketing Environment.	Brief Bio & Photo due Jan. 12, 2025 at 11:59pm in D2L.
Week 2 (Jan. 13, 2025)	<ul style="list-style-type: none">● Chapter 3 – Strategic Marketing.● Chapter 3 Case Study: Porter Airlines.● Introduce Research Starter assignment.● Chapters 2 Quiz in-class.	
Week 3 (Jan. 20, 2025)	<ul style="list-style-type: none">● Guest speaker from the Library.● Chapter 4 – Marketing Research & Analytics.● Chapter 4 Case Study: Stats Can Represent.	Research Starter due Jan. 26, 2025 at 11:59pm in D2L.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	<ul style="list-style-type: none"> Chapter 3 Quiz in-class. 	
Week 4 (Jan. 27, 2025)	<ul style="list-style-type: none"> Chapter 5 – Consumer Decision Making. Chapter 5 Case Study: Psyched Out. Introduce Marketing Plan assignment. Find partners for Marketing Plan and Case Analysis assignments. Chapter 4 Quiz in-class. 	Team Charter / Contract for Marketing Plan and Case Analysis due Feb. 2, 2025 at 11:59pm in D2L.
Week 5 (Feb. 3, 2025)	<ul style="list-style-type: none"> Chapter 6 – Business-to-business Marketing. Chapter 6 Case Study: Networking – Not Just For You. Guest speaker on artificial intelligence in marketing. Chapter 5 Quiz in-class. 	
Week 6 (Feb. 10, 2025)	<ul style="list-style-type: none"> Chapter 7 – Segmenting, Targeting, and Positioning. Chapter 7 Case Study: Persona Not Yet Grata. Chapter 6 Quiz in-class. 	
Week 7 (Feb. 17, 2025)	<ul style="list-style-type: none"> Reading week; no class. 	
Week 8 (Feb. 24, 2025)	<ul style="list-style-type: none"> Chapter 8 – Brand Management. Chapter 8 Case Study: Canadian Heritage Roasting Company – Branding Beans and Beyond. Guest speaker on enterprise sales. Chapter 7 Quiz in-class. 	Marketing Plan Part 1 due Mar. 2, 2025 at 11:59pm in D2L.
Week 9 (Mar. 3, 2025)	<ul style="list-style-type: none"> Chapter 9 – Product Concepts. Chapter 9 Case Study: Cheekbone Beauty From Tangled Roots Rises a Purposeful Brand for Our Time. Guest speaker on segmentation, targeting, and geofencing. Chapter 8 Quiz in-class. 	
Week 10 (Mar 10, 2025)	<ul style="list-style-type: none"> Chapter 10 – Services Marketing. Chapter 10 Case Study: Ruble Boxing – Fight Club Meets Night Club. Guest speaker on marcom and freelancing. Chapter 9 Quiz in-class. 	
Week 11 (Mar 17, 2025)	<ul style="list-style-type: none"> Chapter 11 – Price Setting. Introduce Case Analysis assignment. Guest speaker on advertising sales. Chapter 10 Quiz in-class. 	
Week 12 (Mar. 24, 2025)	<ul style="list-style-type: none"> Chapter 12 – Marketing Channels. Chapter 12 Case Study: Riiva Energy Tea – Purpose in a Pouch. Guest speaker on agency work. Chapter 11 Quiz in-class. 	Marketing Plan Part 2 due Mar. 30, 2025 at 11:59pm in D2L.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 13 (Mar. 31, 2025)	<ul style="list-style-type: none"> • Chapter 13 – Marketing Communications. • Chapter 14 – Digital Storytelling. • Chapter 13 Case Study: Aritzia and the Subtle Art of Public Relations. • Guest speaker on distribution and supply chain. • Chapter 12 Quiz in-class. 	Case Analysis due Apr. 6, 2025 at 11:59pm in D2L; Chapters 13 & 14 Quiz taken at home between Mar. 31, 2025 and Apr. 3, 2025 at 11:59pm.
Week 14 (Apr. 7, 2025)	<ul style="list-style-type: none"> • Case Analysis group presentations. • Exam question time. 	Marketing Plan Part 3 due Apr. 13, 2025 at 11:59pm in D2L.
Exam Period (Apr. 14-22, 2025)	<ul style="list-style-type: none"> • Final exam covering all course content. Exam date TBD. Avoid booking travel during the entire exam period. 	

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](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

DESCRIPTION	WEIGHTING
Brief Bio and Photo	5
Research Starter	10
Case Analysis & Presentation (in groups)	15
Marketing Plan (in groups) <ul style="list-style-type: none"> - Part 1: 10% - Part 2: 10% - Part 3: 10% 	30
In-class Chapter Quizzes x 12 (two lowest scores are dropped)	20
Final Exam (closed book)	20
	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](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

- *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.
- Unless noted, quizzes will take place in-class, and students MUST be in attendance to take them.
- All assignments on D2L are due by **11:59pm** on the due date, unless otherwise indicated.
- The final exam in this course will have a set time. Please note this and make arrangements to be available to take the final exam at the scheduled time.
- All guest speakers and case studies noted in the course schedule are subject to change and / or cancellation.

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
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 [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.

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.