



**School of Business Course Syllabus**  
**Marketing Department**

**MARK110-008 W2022**

Tuesdays 6PM - 8:50PM

Camosun College Calendar Description retrieved from:

[https://calendar.camosun.ca/preview\\_course\\_nopop.php?catoid=7&coid=12913](https://calendar.camosun.ca/preview_course_nopop.php?catoid=7&coid=12913)

□ Please note: This syllabus will not be kept indefinitely. We recommended students keep this syllabus for their records, especially to assist in transfer credit to post-secondary institutions.

### 1. Instructor Information

(a) Instructor	<b>Brian Feltham</b>	
(b) Office hours	<b>As posted outside office or online by appointment</b>	
(c) Location	<b>CBA227</b>	
(d) Phone	(250) 370-4137	Alternative:
(e) E-mail address	<b>felthamb@camosun.bc.ca</b>	
(f) Instructor Website	<b>Online.camosun.ca</b>	

### 2. 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

### 3. Required Materials.

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.

#### 4. Course Content and Schedule

**Schedule is subject to change at the discretion of the instructor.**

This course includes two hours and fifty minutes of face-to-face instruction. In addition to attendance, students are expected to access online materials available on the course D2L site and ensure that sufficient homework is completed to make up the additional 50 minutes of day class coverage.

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
1	January 11	Meet and Greet Introduction to Marketing	Chapter 1	Quiz 1 (Practice) due Sunday @ 11:59pm
2	January 18	The Marketing Environment, Social Responsibility and Ethics  Strategic Planning for Competitive Advantage	Chapter 2  Chapter 3	Quiz 2 due Sunday @ 11:59pm
3	January 25	Market Research and Analytics  Library Presentation and APA	Chapter 4	Quiz 3 due Sunday @ 11:59pm
4	February 1	Consumer Decision Making  In-class assignment/work on research assignment	Chapter 5	Group Case Presentation – Chapter 5  Quiz 4 due Sunday @ 11:59pm  Survey Assignment due Sunday, 11:59pm

5	February 8	Busines Marketing Segmenting, Targeting and Positioning	Chapter 6  Chapter 7	Group Case Presentation – Chapter 6  Group Case Presentation – Chapter 7  Quiz 5 due Sunday, 11:59pm
6	February 15	CRM  Product Concepts	Chapter 8  Chapter 9	Group Case Presentation – Chapter 8  Group Case Presentation – Chapter 9  Quiz 6 due Sunday, 11:59pm  Part 1 of Marketing Plan Due Sunday, 11:59pm
7	February 22	NO CLASS		
8	March 1	Developing and Managing Products  Services and Not-for- Profit	Chapter 10  Chapter 11	Group Case Presentation – Chapter 10  Group Case Presentation – Chapter 11  Quiz 7 due Sunday, 11:59pm
9	March 8	Setting the Right Price  Marketing Channel and Supply Chain Management	Chapter 12  Chapter 13	Group Case Presentation – Chapter 12  Group Case Presentation – Chapter 13  Quiz 8 due Sunday, 11:59pm

10	March 15	Retailing	Chapter 14	Group Case Presentation – Chapter 14  Quiz 9 due Sunday, 11:59pm  Part 2 of Marketing Plan, due Sunday at 11:59pm
11	March 22	Marketing Communications	Chapter 15	Group Case Presentation – Chapter 15  Quiz 10 due Sunday, 11:59pm
12	March 29	Advertising, Public Relations and Direct Response	Chapter 16	Group Case Presentation – Chapter 16  Quiz 11 due Sunday, 11:59pm
13	April 5	Sales Promotion and Personal Selling	Chapter 17	Group Case Presentation – Chapter 17  Quiz 12 due Sunday, 11:59pm
14	April 12	Social Media and Digital Strategies  Review!!!!	Chapter 18	Part 3 of Marketing Plan due Wednesday, 11:59pm  Quiz 13 due Sunday, 11:59pm

### 5. Basis of Student Assessment (Weighting)

Assessment	Course %
<b>Tests: (Individual)</b>	
Weekly quizzes (best 10 of 12)	<b>10</b>
Final Exam	<b>20</b>
<b>Marketing Plan (MP) Project (Pairs)</b>	<b>30</b>
Part 1 – Environmental Scan / SWOT (10%)	
Part 2 – Target Market & Product & Price (10%)	
Part 3 - Place & Promotion - Evaluation & Controls (10%)	
<b>Market Research Assignment</b>	<b>15</b>
<b>Case presentation (teams)</b>	<b>15</b>
<b>In-Class Activities</b>	<b>10</b>
<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 : (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*

**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 (2021) 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 without prior notification to the instructor.

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.

### **College Policies.**

#### **Student Absences from this Course – COVID-19 Update**

Camosun is committed to protecting the health and safety of all of our students and employees. If you are feeling unwell and unable to participate in class due to illness, you should contact your instructor to discuss your options. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

**Academic Standing:** Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress Policy from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

**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.

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.

## **6. Recommended Materials/Resources to Assist Students to Succeed Throughout the Course**

[Camosun Learning Skills page](#) and [Camosun Learning Skills Guides](#)

[Camosun Writing Centres: Tools and Resources](#)

[APA 7<sup>th</sup> Edition Workbook](#)

[Purdue Online Writing Lab \(OWL\)](#)

[SFU Essay Assignment Calculator](#) (Camosun’s [Time Management guide](#) also links to this page)

## 7. College Supports, Services and Policies



**Immediate, Urgent, or Emergency Support.** If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), SEEK HELP. Resources and contacts are available:

See Camosun College (2021) Counselling Centre from:

<http://camosun.ca/services/counselling-centre/>.

See Camosun College (2021) Student Mental Health & Well Being Strategy, Emergency Support from: <http://camosun.ca/about/mental-health/emergency.html>.

See Camosun College (2021) Sexual Violence Support and Education from:

<http://camosun.ca/services/sexual-violence/index.html>.

**College Services.** Camosun offers a variety of health and academic support services, including dental, Centre for Accessible Learning, Help Centre, Learning Skills, Sexual Violence Support & Education, Library, and Writing Centre. For more information on each of these services, see Camosun College (2021) Student Services from: <http://camosun.ca/services/>.

**College Policies.** Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of college policies. Education and academic policies include, but are not limited to: Academic Integrity, Academic Progress, Admission, Course Withdrawals, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Appeals, Student Conduct, and Student Penalties and Fines. See Camosun College Policies from: <http://camosun.ca/about/policies/>.

**Grading System.** Standard grading system (GPA). See Camosun College (2019) Grading from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5



70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a “D” grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

**Employment Opportunities.** Job positions for Co-op work terms, non-Co-op work terms, and full-time employment are posted on Camosun’s employment website. See Camosun College (2021) Co-op and Career Portal from: <https://educationthatworks.camosun.ca/>.