

COURSE SYLLABUS



COURSE TITLE: MARK 110

CLASS SECTION: 008

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-face, lecture

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](#).

INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C (Interurban) and Ewing E300 (Lansdowne – Note: Tuesday evenings only)

HOURS: As posted in D2L, and by appointment (in-person or virtual meeting)

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.

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

Upon successful course completion, students will be able to:

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

REQUIRED MATERIALS and RECOMMENDED PREPARATION / INFORMATION

Textbook: Tuckwell, K. and Jaffey, M. (2019). *Think marketing* (3rd ed.). Pearson Canada Inc.

MyLab: MyLab has important resources that you will need for this class, like your e-text, mini simulations, practice quizzes, helpful study tools and more. To access [MyLab](#) see the *MyLab Registration Instructions* on our D2L website (under Content/MyLab Registration information.)

Other materials as assigned.

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.

Unless otherwise noted, all assignments are due at 11:59 pm.

Week	Topic	Ch.	Deliverables
Week 1 Jan. 8 - 14	Course Overview and Contemporary Marketing	1	UPDATED: Activity One (Introductions): First post due Fri., Jan. 12 and second post due next week (Week 2) on Sun., Jan 21
Week 2 Jan. 15 - 21	External Marketing Environment	2	Marketing Plan – Pick partner (<i>if you are planning to complete the Marketing Plan project with another person</i>) and email instructor by Fri., Jan. 19 D2L Quiz One (Ch. 1 and 2) due Sat., Jan. 20
Week 3 Jan. 22 - 28	Strategic Marketing Planning and SMART Objectives	3	Activity Two (Market Environment – OT) due Thurs., Jan. 25 Mini Sim One due Fri., Jan. 26 Marketing Plan – Select product and email instructor by Fri., Jan. 26 D2L Quiz Two (Ch. 3) due Sat., Jan. 27
Week 4 Jan. 29 – Feb. 4	Marketing Intelligence (Research Workshop in class with a Camosun librarian)	4	Mini Sim Two due Fri., Feb. 2 Activity Three (Research Worksheet) due Sun., Feb. 4 Activity Four Part A (Academic Integrity) due Sun., Feb. 4
Week 5 Feb. 5 - 11	Consumer and B2B Buying Behaviour	5 and 6	Mini Sim Three due Fri., Feb. 9 D2L Quiz Three (Ch. 4) due Sat., Feb. 10 Activity Four Part B (APA Quizzes) due Sun., Feb. 11

Week 6 Feb. 12 - 18	Market Segmentation and Positioning	7	Activity Five due Thurs., Feb. 15 Mini Sim Four due Fri., Feb. 16 D2L Quiz Four (Ch. 5 and 6) due Sat., Feb. 17 Marketing Plan Report One due Sun., Feb. 18
Week 7 Feb. 19 – 25	Reading Break No classes		
Week 8 Feb. 26 – Mar. 3	Product Strategy and Management	8 and 9	Mini Sim Five due Fri., Mar. 1 D2L Quiz Five (Ch. 7) due Sat., Mar. 2
Week 9 Mar. 4 - 10	Services	10	Mini Sim Six due Fri., Mar. 8 D2L Quiz Six (Ch. 8 and 9) due Sat., Mar. 9 Marketing Plan Report Two A (Objectives, Target Markets, and Positioning) due Sun., Mar. 10
Week 10 Mar. 11 - 17	Pricing	11	Mini Sim Seven due Fri., Mar. 22 D2L Quiz Seven (Ch. 10) due Sat., Mar. 16
Week 11 Mar. 18 - 24	Distribution and Retailing	12 and 13	Activity Six due Thurs., Mar. 21 D2L Quiz Eight (Ch. 11) due Sat., Mar. 23
Week 12 Mar. 25 – 31	IMC	14	Mini Sim Eight due Fri., Mar. 29 D2L Quiz Nine (Ch. 12 and 13) due Sat., Mar. 30
Week 13 Apr. 1 - 7	IMC	15	Activity Seven due Thurs., Apr. 4 Marketing Plan Report Two B and C (Product, Pricing, Place, Promotion, Activities and Controls) due Sun., Apr. 7
Week 14 Apr. 8 - 12	Course Conclusion		Mini Sim Nine due Fri., Apr. 12 D2L Quiz Ten (Ch. 14 and 15) due Fri., Apr. 12
Final Exam			Final Exam is scheduled during the Winter 2024 Final Exam period (Apr. 15 - 23.) Do not make plans to travel before Apr. 24.

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
Quizzes - D2L Quizzes (10 quizzes, with two attempts each)	10
Final Exam	20
Marketing Plan Project (Partner project) <ul style="list-style-type: none"> • Report One: Environmental Scan and SWOT • Reports Two A, B, and C: Objectives, Target Markets, Positioning, Product, Pricing, Place, Promotion, Activities and Controls 	10 20
Pearson MyLab Mini Simulations (best 8 of 9 @ 2% each)	16
Discussions and Activity Assignments	24
Refer to the Grade Review and Appeals policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf	TOTAL 100%

COURSE GUIDELINES and EXPECTATIONS

This is an intense course. The best strategy to approach this course is for students to develop a learning plan at the beginning of the course and to stay “on top of” readings and activities.

SCHOOL OR DEPARTMENTAL INFORMATION

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 110 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](#)

All assignments must be set up in APA 7 format, and assignments must be saved in a doc or docx compatible format. Any third-party information included in the student’s assignment submissions must be properly credited using APA 7 formatted in-text citations and a References list.

Late assignments are not accepted unless the student is ill or in the event of an emergency. Please discuss this with your instructor, ideally before the assignment is due. All assignments must be uploaded to the Assignments area of D2L. **Do not email any assignments to your instructor.**

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.

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.