

# COURSE SYLLABUS



COURSE TITLE:	MARK 110 – Introduction to Marketing
CLASS SECTION:	009
TERM:	Fall 2024
COURSE CREDITS:	3
DELIVERY METHOD(S):	In class lectures and discussion

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.

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## INSTRUCTOR DETAILS

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NAME:	Jose Moreno, MBA
EMAIL:	<a href="mailto:morenoj@camosun.ca">morenoj@camosun.ca</a>
OFFICE:	CBA 222
HOURS:	Tuesdays from 10:00 am – 12:15 pm Also by appointment

*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

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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.

### PREREQUISITE(S) or CO-REQUISITE(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

### EQUIVALENCIES:

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

## COURSE LEARNING OUTCOMES / OBJECTIVES

Students who successfully complete this course 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 & RECOMMENDED PREPARATION / INFORMATION

**Revel e-text:** Shekter, M. & Jaffey, M. (2025). *Marketing (2nd ed.)*. Pearson Canada Inc.  
<https://www.campusebookstore.com/link/?id=4df292c2-d4d7-423e-84e3-e73ef2f49ba5>

**Revel:** Revel has important resources for this class, like your e-text, Dynamic Study Modules (DSMs), Mini Simulations, practice quizzes, and more. To access Revel see the *Revel Registration Instructions* on D2L under Content / Course Information. The **Student Invite Link** for our section is:

<https://console.pearson.com/enrollment/gwfmck>

## 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.

Lectures:        Tuesdays        6:00 pm – 8:50 pm CBA 214

WEEK	TOPIC	CHAPTER	DELIVERABLES
Week 1 – Sept. 3	<b>Course Overview &amp; Introduction to Marketing</b>	1	- <b>Mini Sim practice</b> in class - <b>Scavenger Hunt</b> due Thursday - <b>Activity 1 - Introductions</b> – 1 <sup>st</sup> post due Friday & 2 <sup>nd</sup> post due week 2 on Tuesday.
Week 2 – Sept. 9	<b>Marketing Strategies and Plans</b>	2	- <b>DSM – ch. 1 &amp; 2</b> & video quiz due Sunday - <b>Mini Sim 1</b> – Marketing Plan due in class - <b>Quiz 1 (ch. 1 &amp; 2)</b> due Saturday
Week 3 – Sept. 16	<b>The Marketing Environment</b>	3	- <b>DSM – ch. 3</b> due Sunday - <b>Mini Sim 2</b> – Marketing Environment due in class - <b>Quiz 2 (ch. 3)</b> due Saturday
Week 4 – Sept. 23	<b>Marketing Intelligence</b>	4	- <b>DSM – ch. 4</b> due Sunday - <b>Quiz 3 (ch. 4)</b> due Saturday - <b>Marketing Plan</b> - work on template part 1
Week 5 – Sept. 30	<b>Consumer Buying Behaviour B2B Marketing</b> Sept. 30 - National Day for Truth & Reconciliation	5 & 6	- <b>DSM – ch. 5 &amp; 6</b> due Sunday - <b>Mini Sim 3</b> – Buyer Decision Process due in class - <b>Quiz 4 (ch. 5 &amp; 6)</b> due Saturday - <b>Marketing Plan</b> template part 1 due Sunday
Week 6 – Oct. 7	<b>Segmentation, Targeting, and Positioning</b>	7	- <b>DSM – ch. 7</b> due <b>Monday</b> (note – due date) - <b>Quiz 5 (ch. 7)</b> due Saturday
Week 7 – Oct. 14	<b>Product and Branding New Product Development</b> Oct. 14 - Thanksgiving	8 & 9	- <b>DSM – ch. 8 &amp; 9</b> due Sunday - <b>Mini Sim 4</b> – Branding due in class - <b>Quiz 6 (ch. 8 &amp; 9)</b> due Saturday
Week 8 – Oct. 21	<b>Marketing the Intangibles – Services Causes Not-for-Profits</b>	10	- <b>DSM – ch. 10</b> due Sunday - <b>Mini Sim 5</b> – Service Marketing due in class - <b>Quiz 7 (ch. 10)</b> due Saturday - <b>Marketing Plan</b> template part 2 due Sunday
Week 9 – Oct. 28	<b>Pricing Concepts</b>	11	- <b>DSM – ch. 11</b> due <b>Monday</b> (note – due date) - <b>Mini Sim 6</b> – Pricing due in class - <b>Quiz 8 (ch. 11)</b> due Saturday

WEEK	TOPIC	CHAPTER	DELIVERABLES
Week 10 – Nov. 4	<b>Distribution &amp; Retailing</b> Nov. 11 – Remembrance Day	12 & 13	- DSM – ch. 12 & 13 due Sunday - Mini Sim 7 – Retailing due in class - Quiz 9 (ch. 12 & 13) due Saturday
Week 11 – Nov. 11	<b>Marketing Communications</b>	14 & 15	- DSM – ch. 14 & 15 due Sunday - Quiz 10 (ch. 14 & 15) due Saturday
Week 12 – Nov. 18	<b>Media and IMC</b>	16	- DSM – ch. 16 due Sunday - Mini Sim 8 – IMC due in class
Week 13 – Nov. 25	<b>Ethics, Legal Issues, and CSR</b>	18	- DSM – ch. 18 due Sunday - Quiz 11 (ch. 16 & 18) due Saturday
Week 14 – Dec. 2	<b>Marketing Plan Project</b> <b>Final Exam Review</b>		- Marketing Plan template part 3 & PPTs due Sunday - Final exam review

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 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 – In-person sections	WEIGHTING
<b>Marketing Plan</b> (divided into 2 or 3 submissions) <ul style="list-style-type: none"> <li>- Report 1 – (Sunday, October 6) – 10%</li> <li>- Report 2 – (Sunday, October 27) – 10%</li> <li>- Report 3 – (Sunday, December 01) – 10%</li> </ul>	30%
<b>Multiple Choice Quizzes</b> <ul style="list-style-type: none"> <li>- 10 of 11 @ 1% each (25 minutes – 10 multiple choice questions)</li> </ul>	10%
<b>Final Exam</b> (2 ½ hours long. In-person closed book)	20%
<b>Academic freedom</b> <ul style="list-style-type: none"> <li>- Mini Sims: (best 7 of 8 @ 1% each) – 7%</li> <li>- Activities: (best 7 of 9 @ 3% each) – 21%</li> <li>- DSMs: (best 10 of 12 @ 1.2% each) – 12%</li> </ul>	40%
<b>TOTAL</b>	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

- You must submit assignments on the due date or as announced. A grade of zero is assigned to late submissions. There are no additional assignments, make-up activities, or make-up exams of any kind if you have missed or performed poorly on an assignment, midterm, or final exam.
- **Save your file as a pdf, then upload it to D2L. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.**
- **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 accepted by instructor. Advise instructor promptly.

## SCHOOL OR DEPARTMENTAL INFORMATION

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- 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: <https://camosun.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

## 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

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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).

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>
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

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### 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](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.