

School of Business

COURSE SYLLABUS



COURSE TITLE: MARK 110 – Introduction to Marketing

CLASS SECTION: D01

TERM: S2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Online

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Anne Borrowman

EMAIL: borrowmana@camosun.ca

OFFICE: Virtual

HOURS: As posted or by appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, please discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

MARK 110 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.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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: Nelson Education.

Other: 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. **Weeks are Monday to Sunday**

WEEK	DATE	TOPIC		ACTIVITIES / ASSIGNMENTS
1	May 1-7	An Introduction to Marketing	Ch 1	POST Introductions & Profile Due D2L Sun @ 11 pm Quiz #1 Due Thurs @ 11 PM
2	May 8-14	The Marketing Environment, Social Responsibility and Ethics Strat Planning for Competitive Advantage	Ch 2 Ch 3	RESPOND to Introduction and Profile Due D2L Sun @ 11 pm Quiz #2 & 3 Due Thurs @ 11 PM Individual Product Choice for Mark Plan Project
3	May 15-21	Marketing Research	Ch 4	Due D2L Sun @ 11 pm Quiz #4 Due Thurs @ 11 PM
4	May 22-28	Consumer Decision Making Business Marketing	Ch 5 Ch 6	MP Report Part 1 / Environmental Scan / SWOT Analysis Due D2L Sun @ 11 pm Quiz #5 & 6 Due Thurs @ 11 PM
5	May 29 June 4	Segmenting, Targeting & Positioning Customer Relationship Mgmt (CRM)	Ch 7 Ch 8	Quiz #7 & 8 Due Thurs @ 11 PM
6	June 5-11	Product Concepts Developing and Managing Products	Ch 9 Ch 10	POST Discussion #2 Activity Marketing Research Due D2L Sun @ 11 pm Quiz #9 & 10 Due Thurs @ 11 PM
7	June 12-18	Services/ NFP Marketing Setting the Right Price Marketing	Ch 11 Ch 12	RESPOND Discussion Activity #2 Due D2L Sun @ 11 pm Quiz #11 & 12 Due Thurs @ 11 PM
8	June 19-25	Channels /Supply Chain Management Retailing Review Individual Survey Assignment	Ch 13 Ch 14	MP Report Part 2 / Target Market & Product/ Price Due D2L Sun @ 11 pm Quiz #13 & 14 Due Thurs @ 11 PM
9	June 26 July 2	Marketing Communications Advertising, PR and Direct Response	Ch 15 Ch 16	Quiz #15 & 16 Due Thurs @ 11 PM
10	July 3-9	Sales Promotion and Personal Selling Social Media Strategies	Ch 17 Ch 18	Survey Assignment Due D2L Sun @ 11 pm Quiz #17 & 18 Due Thurs @ 11 PM
11	July 10-16	Case Study Assigned & Teams Formed		Post Discussion #3 Marketing Analysis Due D2L Sun @ 11 pm
12	July 17-23	Work on Team Case Study		Respond Discussion #3 Due D2L Sun @ 11 pm Case Study Team Contract Due D2L Sun @ 11 pm
13	July 24-30	Presentation Best Practices Work on Team Case Study		MP Part 3 / Full Report Due D2L Sun @ 11 pm
14	July 31 August 6			<ul style="list-style-type: none"> • Team case PPT + Individual Contribution Sheet: Due D2L August 6 @ 11 pm • Final exam TBA

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

Assessment	Course %
Individual Assignments	
Quizzes/ Exams	
Weekly Quizzes	10
Final Exam	15
Marketing Plan (MP) Project	30
Part 1 – Environmental Scan / SWOT (10%)	
Part 2 – Target Market & Product / Price / Place (10%)	
Part 3 - Promotion - Evaluation & Controls (10%)	
Discussions	25
#1 Introduction (5%)	
#2 Marketing Research (10%)	
#3 Marketing Mix (10%)	
Survey Assignment	10
Team Assignment:	
Case Study Presentation	10
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](#) policy for more information.

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

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

SCHOOL OR DEPARTMENTAL INFORMATION

ASSIGNMENTS & EXAMS

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/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards 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. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

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.

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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills

Support Service	Website
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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 Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each 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 and Procedures” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> 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: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

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.