

# COURSE SYLLABUS



COURSE TITLE:	<b>MARK 110: Introduction to Marketing</b>
CLASS SECTION:	D02
TERM:	2024S
COURSE CREDITS:	3
DELIVERY METHOD(S):	Online (Asynchronous)

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and WSÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.  
Learn more about Camosun's [Territorial Acknowledgement](#).

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## ***Mandatory Attendance for First Class Meeting of Each Course***

*This course section 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](#).*

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## INSTRUCTOR DETAILS

NAME:	Glen Allen
EMAIL:	<a href="mailto:alleng@camosun.ca">alleng@camosun.ca</a>
OFFICE:	CBA 265 (Interurban)
HOURS:	Monday & Wednesday (10:30-11:00am); virtual meetings by appointment (Zoom)

*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.*

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## 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.

PREREQUISITE(S):	One of: <ul style="list-style-type: none"><li>• C in Math 11, MATH 077, or MATH 137;</li><li>• C+ in MATH 072, MATH 075, or MATH 135;</li><li>• Bachelor degree from a recognized post-secondary institution</li></ul>
CO-REQUISITE(S):	C in English 12 or Camosun Alternative (see <a href="http://www.calendar.camosun.ca">www.calendar.camosun.ca</a> )
EQUIVALENCIES:	SPEX 160
EXCLUSION(S):	n/a

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful course completion, students will be able to:

1. Use market research, including segmentation analysis, to identify potential customers and serve these customers while meeting organizational objectives.

Performance Indicators:

- Understand the stages in the marketing research process
- Know when and how to collect secondary data
- Cite sources using APA style
- Explain the use of surveys, experiments, and observation in marketing research
- Develop an effective questionnaire
- Segment a market using the one of the following dimensions: benefit, demographic, lifestyle, usage, or geographic
- Develop a market-product grid to use in segmenting and targeting a market
- Draw a perceptual positioning map and explain how marketing managers position products in the marketplace
- Conduct an analysis of a current marketing issue(s) and prepare a written case report

2. Prepare an effective, sustainable marketing plan.

Performance Indicators:

- Write specific, measurable, achievable, results and time-oriented objectives
- Conduct an environmental scan and develop a SWOT analysis
- Assess the current competitive market situation relative to the models of competition
- Use market segmentation analysis and positioning maps to select target markets
- Creatively determine appropriate market-product strategies to best meet customer needs at a profit
- Understand various forecasting techniques used to assess market demand/potential and organizational sales
- Use basic arithmetic to perform a break-even analysis and develop a marketing budget
- Work from a personal code of ethics that has evolved from accepted ethical marketing practices and legal parameters

3. Contribute to the effectiveness of a marketing team.

Performance Indicators:

- Working as part of a team, assist in planning activities and assigning equitable responsibilities
- Carry out your assigned responsibilities effectively and within time limits
- Contribute to the development of a team charter & GANTT charts
- Contribute to the identification of target market, marketing environment, marketing objectives and marketing mix
- Contribute to the preparation of the final written team report
- Participate actively in the team presentation



**Textbook:** Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Snow, K. (2022). *MKTG: Principles of marketing* (5th Cdn. ed.). Toronto, ON: Cengage Learning Canada, Inc. ISBN-13: 978-0-17-691007-5

The textbook is available in both paper copy and electronic (e-text) format. It can be purchased through:

- ✓ Camosun Bookstore ([www.camosuncollegebookstore.ca](http://www.camosuncollegebookstore.ca)) is open for in-person shopping, and is also accepting online textbook orders for shipment to your home or on-campus pick-up. Access codes and e-texts are also available for purchase through the bookstore.
- ✓ Cengage Learning ([www.cengage.ca](http://www.cengage.ca)) sells both paper copy and e-texts.

This text is also available via a digital resource called *MindTap*. *MindTap* includes the e-text plus a range of useful resources such as videos, chapter reviews, self-quizzes, etc. Students are \*not\* required to purchase *MindTap*, but may find it a useful resource – particularly if you are already planning to use the e-text. Students who purchase *MindTap* will need a student registration URL and a course key to access the site. These will be provided by your instructor during the first week of class.

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#### COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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- This course will run from Mon May 6 – Sat Jun 22 in a fully online, asynchronous format.
- Students will be contacted in advance of the course start date regarding textbook options. The text is available in both paper and electronic format. All other course materials will be posted to the course D2L site at <http://online.camosun.ca/> beginning Mon May 6.
- Course weeks will run from Monday to Sunday, with each week’s lecture materials and assignment instructions normally posted to the course’s D2L site on Saturday of the preceding week (i.e., in most cases students will have nine days – including two weekends – to view all recorded lectures and complete all required readings, quizzes, and assignments associated with each weekly unit).
- Unless otherwise noted, all quizzes and assignments will be due by 11:59pm each Sunday evening. See p.4 of this syllabus for detailed schedule.
- Optional live “virtual classroom” sessions may be held periodically during the course (schedule TBA) to provide clarification of course content and assignment instructions, and to answer student questions in a group setting. Each live session will last approximately 30-45 minutes. Recordings of each virtual session will be made available to those students who are unable to attend the live session.
- A comprehensive final exam will be held between June 24-26 (date/format to be announced).

Please see the following page for a comprehensive list of chapter readings, assignment due dates, and other information. Please note that this schedule is intended as a guide only and is subject to periodic revision at the discretion of the instructor.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. This version last revised: **April 29, 2024.**

Date	Topic	Reading	Assignment / Activity	Due Date
Week 1 May 6 - 12	MARK 110 Course Overview; Introduction to Marketing; Marketing Environment, Social Responsibility, & Ethics; Strategic Planning	Ch.1	<ul style="list-style-type: none"> <li>D2L Sample Quiz</li> <li>D2L Discussion #1 (Self-Intro)</li> </ul>	Tue May 7 @ 11:59pm
		Ch.2 Ch.3	<ul style="list-style-type: none"> <li>D2L Discussion #2 (Ch.2)</li> <li>D2L Quizzes (Ch.1, 2, 3)</li> <li>Prizm Postal Code Lookup</li> </ul>	Sun May 12 @ 11:59pm
Week 2 May 13 - 19	Library Research Workshop; Academic Integrity & APA; Marketing Research & Surveys; Consumer Decision Making; Business Marketing	Ch.4 Ch.5 Ch.6	<ul style="list-style-type: none"> <li>Acad. Integrity Module (D2L)</li> <li>APA Citation Module (D2L)</li> <li>D2L Discussion #3 (Ch.5)</li> <li>D2L Quizzes (Ch.4, 5, 6)</li> <li>Consumer Survey</li> </ul>	Sun May 19 @ 11:59pm
Week 3 May 20 – 26	Segmenting, Targeting, & Positioning; Customer Relationship Mgt.	Ch.7 Ch.8	<ul style="list-style-type: none"> <li>D2L Discussion #4 (Ch.7)</li> <li>D2L Quizzes (Ch.7, 8)</li> <li>Marketing Plan – PART 1</li> </ul>	Sun May 26 @ 11:59pm
Week 4 May 27 – Jun 2	MP Final Report Instructions; Product Concepts, Branding, & Packaging; Developing and Managing Products	Ch.9 Ch.10	<ul style="list-style-type: none"> <li>D2L Discussion #5 (Ch.9)</li> <li>D2L Quizzes (Ch.9, 10)</li> <li>Packaging Analysis</li> </ul>	Sun Jun 2 @ 11:59pm
Week 5 Jun 3 - 9	Setting the Right Price; Marketing Channels; Retailing	Ch.12 Ch.13 Ch.14	<ul style="list-style-type: none"> <li>D2L Discussion #6 (Ch.12)</li> <li>D2L Quizzes (Ch.12, 13, 14)</li> </ul>	Sun Jun 9 @ 11:59pm
Week 6 Jun 10 - 16	Marketing Communications; Advertising, PR, Direct Resp; Sales Promotion & Selling	Ch.15 Ch.16 Ch.17	<ul style="list-style-type: none"> <li>D2L Discussion #7 (Ch.15/16)</li> <li>D2L Quizzes (Ch.15, 16, 17)</li> </ul>	Sun June 16 @ 11:59pm
Week 7 Jun 17 - 22	Social Media Strategies; Services & NPO Marketing	Ch.18	Marketing Plan FINAL REPORT	Thu Jun 20 @ 11:59pm
		Ch.11	<ul style="list-style-type: none"> <li>D2L Discussion #8 (Ch.11)</li> <li>D2L Quiz (Ch.18, 11)</li> </ul>	Sat Jun 22 @ 11:59pm
Exam Period Jun 24 - 26	Final Exam - all chapters & course material; exact date and format to be announced			

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

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DESCRIPTION	WEIGHTING
<b>Individual/Pair Assignments &amp; Participation</b> <ul style="list-style-type: none"><li>• D2L Discussion Forum Participation – individual (16%)</li><li>• Academic Integrity &amp; APA Citation Modules – individual (2 x 2.5%)</li><li>• Prizm Postal Code Lookup – individual (8%)</li><li>• Consumer Survey – individual or pairs (8%)</li><li>• Packaging Analysis – individual or pairs (8%)</li></ul>	45%
<b>Marketing Plan Project</b> <ul style="list-style-type: none"><li>• MP Part 1 – individual or pairs (15%)</li><li>• MP Final Report – individual or pairs (15%)</li></ul>	30%
<b>Quizzes &amp; Exams</b> <ul style="list-style-type: none"><li>• Chapter Quizzes (10%)</li><li>• Final Exam (15%)</li></ul>	25%
	<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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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**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 Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Unless otherwise specified, all assignments should use 12-pt Times New Roman font.
- Grammar, spelling, style, and APA formatting of citations and references will be assessed in your mark.
- All secondary data incorporated into assignment submissions must be properly referenced to source(s).
- Unless otherwise specified, all assignment file names should begin with student's last name and be submitted to the appropriate D2L Assignments folder by the scheduled due date.
- Unless otherwise specified, you are to submit your own work; any collaborated work (unless permitted by the instructor) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Assignment, quiz, and exam deadlines.** All assignments must be submitted on or before the scheduled due date. A grade of zero will be assigned for late submissions or for non-attendance at a scheduled exam (exceptions will be made only for documented medical or family emergencies, and will require instructor approval in advance). There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, quiz, midterm, or final exam.

- Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss assignment and exam accommodation timelines with their instructors at the beginning of each semester.
- 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.

## SCHOOL OR DEPARTMENTAL INFORMATION

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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.

**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.

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

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</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.

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

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 Progress

Please visit [https://www.camosun.ca/sites/default/files/2021-05/e-1.1\\_0.pdf](https://www.camosun.ca/sites/default/files/2021-05/e-1.1_0.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" (<https://camosun.ca/registration-records/policies-and-procedures-students/registration-policies-students>) 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://www.camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). 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 <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.

### 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.