

COURSE SYLLABUS



COURSE TITLE: MARK 110: Introduction to Marketing
CLASS SECTION: D09
TERM: FALL 2023
COURSE CREDITS: 3
DELIVERY METHOD(S): Online asynchronous

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

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 110, "attendance" entails completion of the onboarding assignment and submission of the Brief Bio by the due dates indicated. 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.

INSTRUCTOR DETAILS

NAME: Susan A. Halsall
EMAIL: halsalls@camosun.ca
OFFICE: CBA 235
HOURS: TBA – online or by appointment
WEBSITE: <https://online.camosun.ca/d2l/home>

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.

PREREQUISITE(S) One of:

C in Math 11	C+ in MATH 072	Bachelor degree from a recognized post-secondary institution
C in MATH 077	C+ in MATH 075	
C in MATH 137	C+ in MATH 135	

PRE or COREQUISITE(S) One of:

C in English 12	C in Camosun Alternative
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Equivalencies – SPEX 160

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.

This is a demanding course. Be sure to read assigned chapters and take part in the course discussions. You are highly encouraged to provide your input by asking questions and contributing from your experience

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- a) 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

- b) 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

c) 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

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

1. **Text:** Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., Gaudet, D. & Shearer, J. (2022). *MKTG: Principles of marketing* (5th Cdn. ed.). Toronto, ON: Nelson Education.

The textbook can be purchased from the [Camosun College Bookstore](#) in e-text version or in hard copy.

2. **Simulation:** Cadotte, E. R., (2018). Marketplace Simulations: Introduction to Marketing – Bikes (Play against the computer). Marketplace Simulations.

The simulation will be played individually in the middle part of the term (see schedule on following pages).

Purchase is required (\$28 US). Here is the URL – <https://hbsp.harvard.edu/import/1083320>



3. **OPTIONAL textbook online material (MindTap):**

We are not using MindTap this term, but you may find it useful for studying and learning the material. The publisher is offering a free 2-week trial **that ends on September 18**. Instructions for access are also available on D2L in the Course Information section.



Course Link URL – follow the prompts to register: <https://student.cengage.com/course-link/MTPNNTL3Q7PF>

Course Key: MTPN-NTL3-Q7PF

Student MindTap Registration Video – <https://www.youtube.com/watch?v=YYD9b0ae3W0>

Student MindTap Navigation Video – <https://screencast-o-matic.com/watch/cYDFH8tVU>

4. **Other:** Students are responsible for 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.

MARK 110 Course Schedule Winter 2023

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Sept. 4 to 10)	Chapter 1 – Introduction to Marketing	Complete Week 1 onboarding activities (see Week 1 instructions on D2L). Brief Bio due by September 8 on D2L Onboarding Checklist due by September 10 on D2L
Week 2 (Sept. 11 to 17)	Chapter 2 – The Marketing Environment	
Week 3 (Sept. 18 to 24)	Chapter 3 – Strategic Planning for Competitive Advantage	Research Starter due September 24
Week 4 (Sept. 25 to Oct. 1)	Chapter 4 – Marketing Research	
Week 5 (Oct. 2 to 8)	Chapter 5 – Consumer Decision Making Chapter 6 – Business Marketing	MP1 PowerPoint due by 11pm October 8
Week 6 (Oct. 9 to 15)	Chapter 7 – Segmenting, Targeting, and Positioning Simulation available for registration and orientation	Quiz #1 – Chapters 1 to 6 – available Oct. 11 at 12am to Oct. 13 at 11pm
Week 7 (Oct. 16 to 22)	Chapter 8 – Customer Relationship Management Simulation Round 1 is visible from October 16	MP Teams formed – contact your teammate(s) MP Team Contract due by 11pm October 22
Week 8 (Oct. 23 to 29)	Chapter 9 – Product Concept Simulation decisions for Q1 can be entered until Thursday October 26 at 11pm	Simulation Q1 (round 1) closes Oct. 26 @ 11pm
Week 9 (Oct. 30 to Nov. 5)	Chapter 10 – Developing and Managing Products Chapter 11 – Services and Non-Profit Marketing	Simulation Q2 (round 2) closes Nov. 2 @ 11pm Complete Microsims and Simulation Knowledge Check for Q1 – closes Nov. 2 MP2 due by 11pm November 5
Week 10 (Nov. 6 to 12)	Chapter 12 – Setting the Right Price Simulation Knowledge Check Q1 Microsim – Fundamentals of product design Microsim – Fundamentals of pricing	Simulation Q3 (round 3) closes Nov. 9 @ 11pm Complete Microsim and Sim Knowledge Check for Q2
Week 11 (Nov. 13 to 19)	Chapter 13 – Channels and Supply Chain Mgmt. Chapter 14 – Retailing Simulation Knowledge Check Q2 Microsim – Price elasticity in practice	Simulation Q4 (round 4) closes Nov. 16 @ 11pm Complete Sim Knowledge Check for Q3 Quiz #2 – Chapters 7 to 12 – available Nov. 15 at 12am to Nov. 17 at 11pm
Week 12 (Nov. 20 to 26)	Chapter 15 – Marketing Communications Chapter 16 – Advertising, Public Relations, and Direct Response Simulation Knowledge Check Q3	Simulation Q5 Round 5 closes Nov. 23 @ 11pm Complete Microsim and Sim Knowledge Check for Q4

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 13 (Nov. 27 to Dec. 3)	Chapter 17 – Sales Promotion and Personal Selling Simulation Knowledge Check Q4 Microsim – Profitability	MP3 PowerPoint and Brief due by 11pm December 3 Simulation Q6 Round 6 closes Nov. 30 @ 11pm
Week 14 (Dec. 4 to 10)	Chapter 18 – Social Media Strategies	MP Self & Peer Evaluation due by 11pm December 4
Exam Period December 11 to 19	The Final Exam is held at a set time and date . The Exam Schedule will be posted on MyCamosun by October 13. Do <u>not</u> make travel or other arrangements that may conflict with exams.	

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](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
a) Onboarding checklist and research starter (5% each)	10
b) Marketing Simulation - Bikes (individual play against the computer)	20
c) Marketing Plan Project <ul style="list-style-type: none"> MP1 – Environmental Analysis and SWOT Presentation (Individual) – 10% MP2 – Team SWOT, Target Market, Objectives, Positioning (Paired) – 10% MP3 – Brief and Presentation: 4P Actions & Control (Paired) – 15% 	35
d) Quizzes (2 @ 10% each)	20
e) Final Exam	15
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please arrange to discuss this with 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

- No late submissions will be accepted except with documented medical or family emergencies. It is the student's responsibility to ensure adequate access and time to upload electronic submissions.*
- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.

- Quizzes and the final exam in this course have set times. Please note this and make arrangements to be available to take the quizzes and final at the time indicated.

SCHOOL OR DEPARTMENTAL INFORMATION

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/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](#)

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

Field Code Changed

Support Service	Website
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.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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

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:
<https://camosun.ca/services/academic-supports/accessible-learning>

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.