

# COURSE SYLLABUS



COURSE TITLE: MARK 110  
CLASS SECTION: D09  
TERM: WINTER 2025  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Online, Asynchronous

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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## Mandatory Attendance for First Class Meeting

For this section of MARK 110, “attendance” entails completion of the onboarding assignment (Scavenger Hunt) by the due date 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.

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: Susan A. Halsall  
EMAIL: [halsalls@camosun.ca](mailto:halsalls@camosun.ca)  
OFFICE: CBA 235  
HOURS: On Zoom Wednesdays 8:30 to 9:00 am and 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.*

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## CALENDAR DESCRIPTION

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):

One of:

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

### EQUIVALENCIES:

- SPEX 160

## COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Explain the stages in the marketing process
- Collect secondary data when appropriate
- Explain the use of surveys, experiments, and observation in market research
- Develop an effective questionnaire
- Segment a market using benefit, demographics, lifestyle, usage, or geography
- Develop a market-product grid for segmenting and targeting a market
- Draw a perceptual positioning map and explain product positioning
- As a member of a team, build and present a marketing plan for a product or service

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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- a) Revel e-text: Shekter, M. & Jaffey, M. (2025). *Marketing (2nd ed.)*. Pearson Canada Inc.

Text is available from the [Camosun College Bookstore](#).

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/ijxdy8>

If you need help, check out these Revel student resources:  
<https://www.pearsonhighered.com/revel/students/support/>

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

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

**Note: All assignments on D2L (including Quizzes) are due by 11pm.**

**Revel and Mini Sim assignments are due by 11:59pm.**

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 1</b> (Jan. 6 to 12)	Course introduction Chapter 1 – Introduction to Marketing	<ul style="list-style-type: none"><li>- Onboarding Activity: Scavenger Hunt due Thursday, Jan 9</li><li>- Onboarding activity: Introductions – First post due Friday Jan 10, Second post due Tuesday Jan 14</li><li>- <b>Mini Sim Practice – available until Sun Jan 19</b></li></ul>
<b>Week 2</b> (Jan. 13 to 19)	Chapter 2 – Developing Marketing Strategies and Plans	<ul style="list-style-type: none"><li>- <b>Quiz 1 (Chs 1 &amp; 2) due Saturday, Jan 18</b></li><li>- <b>Mini Sim 1 (Marketing Plan) due Jan 19</b></li><li>- <b>Worksheet 1: Opportunity or Strategic Action due Jan 19</b></li><li>- <b>DSM – Ch 1 &amp; 2 due Sunday</b></li></ul>

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
<b>Week 3</b> (Jan. 20 to 26)	Chapter 3 – The Marketing Environment	<ul style="list-style-type: none"> <li>- Chapter Quiz Two (Ch 3) due Saturday, Jan 25</li> <li>- Mini Sim 2 (Marketing Environment) due Jan 26</li> <li>- Worksheet 2: Collure Situation to SWOT due Jan 26</li> <li>- DSM – Ch 3 due Sunday</li> </ul>
<b>Week 4</b> (Jan. 27 to Feb. 2)	Chapter 4 – Marketing Intelligence	<ul style="list-style-type: none"> <li>- Chapter Quiz Three (Ch 4) due Saturday, Feb 1</li> <li>- MP Research Starter due Feb. 2</li> <li>- DSM – Ch 4 due Sunday</li> </ul>
<b>Week 5</b> (Feb. 3 to 9)	Chapter 5 – Consumer Buying Behaviour Chapter 6 – Business-to-Business Marketing	<ul style="list-style-type: none"> <li>- Chapter Quiz Four (Chs 5 &amp; 6) due Saturday, Feb 8</li> <li>- Mini Sim Three (Buyer Decision Process) due Feb 9</li> <li>- DSM – Chs 5 &amp; 6 due Sunday</li> </ul>
<b>Week 6</b> (Feb. 10 to 16)	Chapter 7 – Segmentation, Targeting, and Positioning	<ul style="list-style-type: none"> <li>- Chapter Quiz Five (Ch 7) due Saturday, Feb 15</li> <li>- Worksheet 3: Target Market and 4 Ps due Feb 16</li> <li>- DSM – Ch 7 due Sunday</li> </ul>
<b>Week 7</b> (Feb. 17 to 23)	<b>Family Day Feb. 17 (College closed)</b> <b>Reading Break Feb. 18 to 21</b>	<ul style="list-style-type: none"> <li>- MP1 due February 23</li> </ul>
<b>Week 8</b> (Feb. 24 to Mar. 2)	Chapter 8 – Product and Branding Chapter 9 – New Product Development	<ul style="list-style-type: none"> <li>- Chapter Quiz Six (Chs 8 &amp; 9) due Saturday, Mar 1</li> <li>- Mini Sim Four (Branding) due Mar 2</li> <li>- DSM – Chs 8 &amp; 9 due Sunday</li> <li>- MP pairs formed</li> </ul>
<b>Week 9</b> (Mar. 3 to 9)	Chapter 10 – Marketing the Intangibles – Services, Causes, and Not-for-Profits	<ul style="list-style-type: none"> <li>- Chapter Quiz Seven (Ch 10) due Saturday, Mar 8</li> <li>- Mini Sim Five (Service Marketing) due Mar 9</li> <li>- DSM – Ch 10 due Sunday</li> </ul>
<b>Week 10</b> (Mar. 10 to 16)	Chapter 11 – Pricing Concepts	<ul style="list-style-type: none"> <li>- Chapter Quiz Eight (Ch 11) due Saturday, Mar 15</li> <li>- Mini Sim Six (Pricing) due Mar 16</li> <li>- DSM – Ch 11 due Sunday</li> <li>- MP2 due March 16</li> </ul>
<b>Week 11</b> (Mar. 17 to 23)	Chapter 12 – Distribution Chapter 13 – Retailing	<ul style="list-style-type: none"> <li>- Chapter Quiz Nine (Chs 12 &amp; 13) due Saturday, Mar 22</li> <li>- Mini Sim Seven (Retailing) due Mar 23</li> <li>- DSM – Chs 12 &amp; 13 due Sunday</li> </ul>
<b>Week 12</b> (Mar. 24 to 30)	Chapter 14 – Marketing Communications 1: Digital Media Marketing Chapter 15 – Marketing Communications 2: Traditional Advertising, Direct Marketing, Public Relations, and Personal Selling	<ul style="list-style-type: none"> <li>- Chapter Quiz Ten (Chs 14 &amp; 15) due Saturday, Mar 29</li> <li>- Worksheet 4: IMC Tools Overview Maison de la Coupe due Mar 30</li> <li>- DSM – Chs 14 &amp; 15 due Sunday</li> </ul>
<b>Week 13</b> (Mar. 31 to Apr. 6)	Chapter 16 – Media and Integrated Marketing Communications	<ul style="list-style-type: none"> <li>- Mini Sim Eight (IMC) due Apr 6</li> <li>- DSM – Ch 16 due Sunday</li> </ul>
<b>Week 14</b> (Apr. 7 to 13)	Chapter 18 – Ethics, Legal Issues, and CSR	<ul style="list-style-type: none"> <li>- Chapter Quiz Eleven (Chs 16, 18) due Saturday, Apr 12</li> <li>- DSM – Ch 18 due Sunday</li> <li>- MP Brief, Executive Summary, &amp; Presentation due Friday April 11</li> </ul>
<b>Exam Period</b> <b>April 14 to 25</b>	<b>Final Exam – date TBA.</b> The Final Exam is held at a <b>set time and date</b> . The Exam Schedule will be posted on MyCamosun by February 14. <b>Do not make travel or other arrangements that may conflict with exam.</b> <b>April 18 – Good Friday – College Closed</b> <b>April 21 – Easter Monday – College Closed</b>	

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
a) Activity assignments. Individually marked. Activities include: <ul style="list-style-type: none"> <li>- Mini Sims (10%)</li> <li>- DSMs – best 10 of 12 (10%)</li> <li>- Research Starter (5%)</li> <li>- Target Market and 4 Ps (3%)</li> <li>- Opportunity or Strategic Action (2%)</li> <li>- Collure Situation to SWOT (5%)</li> <li>- IMC Tools Overview Maison de la Coupe (5%)</li> </ul>	40
b) Marketing Plan Project <ul style="list-style-type: none"> <li>- MP1 – Environmental Analysis &amp; SWOT Presentation (Individual) – 10%</li> <li>- MP2 – Team SWOT, Target Market, Objectives, Positioning (Pairs) – 10%</li> <li>- MP3 – Brief and Presentation: 4P Actions &amp; Control (Paired) – 15%</li> </ul>	35
c) Quizzes (online, 20 multiple choice questions, 15 minutes, one attempt per quiz, lowest quiz mark dropped)	10
d) Final Exam	15
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 <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">Grade Review and Appeals</a> policy for more information. <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf</a>	<b>TOTAL</b> 100%

## COURSE GUIDELINES & EXPECTATIONS

- All use of AI must be documented and clearly attributed. Where in doubt, make sure to check with your instructor.
- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- If you are enrolled in the evening version of this course, please be aware that the course includes two hours and fifty minutes of face-to-face instruction. In addition to attendance, students are expected to access online materials available on the course D2L site and ensure that sufficient homework (such as preparation of journals and pre-class chapter questions) is completed to make up the additional 50 minutes of day-class coverage.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.
- **Late Policy.** 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. Exceptions may be made for documented medical reasons.

## SCHOOL OR DEPARTMENTAL INFORMATION

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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 (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

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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>

Support Service	Website
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

### 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.