

COURSE SYLLABUS



COURSE TITLE: MARK 110 (Introduction to Marketing)

CLASS SECTION: D11

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.

INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C

HOURS: As posted on D2L, 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, 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.

Mandatory Attendance for Week One: This section of MARK 110 requires that you confirm your (online) seat in this course by Friday, January 10 at 11:59 pm. (Instructions for how to claim your seat are provided in the MARK 110 course website in D2L, in the News section of the home page.) If you do not do so, 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](#).

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) or CO-REQUISITE(S):

One of:

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

EQUIVALENCIES:

- SPEX 160

COURSE LEARNING OUTCOMES / OBJECTIVES

Students who successfully complete this course 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 AND RECOMMENDED PREPARATION / INFORMATION

Required e-text with Pearson Revel course resources:



Shekter, M. & Jaffey, M. (2025). *Marketing (2nd ed.)*. Pearson Canada Inc.

Revel: Revel has important resources for this class, including your e-text, Dynamic Study Modules (DSMs), Mini Simulations, Video Quizzes, practice quizzes, and more. (Note: DSM Study Modules, Video Quizzes and Mini Simulation grades are part of the overall MARK 110 course evaluation. Please see Evaluation section for more information.)

Please follow these instructions to access your e-textbook and additional resources:

1. Purchase your e-textbook access code from the Camosun Bookstore
2. Go to this Pearson Revel website: <https://console.pearson.com/enrollment/n8p5bb>
3. If you need help accessing Revel, please visit this Pearson Revel website: <https://www.pearsonhighered.com/revel/students/support/>

Additional readings as assigned by the instructor.

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.

Please note: Unless otherwise stated, assignments are due at 11:59 pm.

WEEK	TOPIC	CHAPTER	EVALUATION
Week 1 Jan. 6 - 12	Course Overview / Introduction to Marketing	1	Scavenger Hunt due Thurs., Jan. 9 Activity Assignment One: Self-Introductions – First post due Fri., Jan. 10 *Practice Mini Sim available until Sun., Jan. 12
Week 2 Jan. 13 - 19	Marketing Strategies and Plans	2	Activity Assignment: Self-Introductions – Two responses due Tues., Jan. 14 Chapter Quiz One (Ch. 1 & 2) due Sat., Jan. 18 *DSMs and Video Quizzes for Ch. 1 & 2 due Sun., Jan. 19 Mini Sim One (Marketing Plan) due Sun., Jan. 19

Week 3 Jan. 20 - 26	The Marketing Environment	3	Chapter Quiz Two (Ch. 3) due Sat., Jan. 25 DSM and Video Quiz for Ch. 3 due Sun., Jan. 26 Mini Sim Two (Marketing Environment) due Sun., Jan. 26
Week 4 Jan. 27 – Feb. 2	Marketing Intelligence	4	Chapter Quiz Three (Ch. 4) due Sat., Feb. 1 DSM and Video Quiz for Ch. 4 due Sun., Feb. 2 Activity Assignment Two due Sun., Feb. 2
Week 5 Feb. 3 - 9	Consumer Buying Behaviour B2B Marketing	5 & 6	Chapter Quiz Four (Ch. 5 & 6) due Sat., Feb. 8 DSMs and Video Quizzes for Ch. 5 & 6 due Sun., Feb. 9 Mini Sim Three (Buyer Decision Process) due Sun., Feb. 9
Week 6 Feb. 10 - 16	Segmentation, Targeting, and Positioning	7	Chapter Quiz Five (Ch. 7) due Sat., Feb. 15 DSM and Video Quiz for Ch. 7 due Sun., Feb. 16 Marketing Plan Part One Template due Sun., Feb. 16
Week 7 Feb. 17 - 23	Reading Break		
Week 8 Feb. 24 – Mar. 2	Product and Branding New Product Development	8 & 9	Chapter Quiz Six (Ch. 8 & 9) due Sat., Mar. 1 DSMs and Video Quizzes for Ch. 8 & 9 due Sun., Mar. 2 Mini Sim Four (Branding) due Sun., Mar. 2 Activity Assignment Three due Sun., Mar. 2
Week 9 Mar. 3 - 9	Marketing the Intangibles: Services, Causes, Not-for- Profits	10	Chapter Quiz Seven (Ch. 10) due Sat., Mar. 8 DSM and Video Quiz for Ch. 10 due Sun., Mar. 9 Mini Sim Five (Service Marketing) due Sun., Mar. 9 Marketing Plan Part Two Template due Sun., Mar. 9
Week 10 Mar. 10 - 16	Pricing Concepts	11	Chapter Quiz Eight (Ch. 11) due Sat., Mar. 15 DSM and Video Quiz for Ch. 11 due Sun., Mar. 16 Mini Sim Six (Pricing) due Sun., Mar. 16 Activity Assignment Four due Sun., Mar. 16
Week 11 Mar. 17 - 23	Distribution and Retailing	12 & 13	Chapter Quiz Nine (Ch. 12 & 13) due Sat., Mar. 22 DSMs and Video Quizzes for Ch. 12 & 13 due Sun., Mar. 23 Mini Sim Seven (Retailing due) Sun., Mar. 23
Week 12 Mar. 24 - 30	Marketing Communications	14 & 15	Chapter Quiz Ten (Ch. 14 & 15) due Sat., Mar. 29 DSMs and Video Quizzes for Ch. 14 & 15 due Sun., Mar. 30
Week 13 Mar. 31 – Apr. 6	Media and Integrated Marketing Communications (IMC)	16	DSM and Video Quiz for Ch. 16 due Sun., Apr. 6 Mini Sim Eight (IMC) due Sun., Apr. 6 Activity Assignment Five due Sun., Apr. 6
Week 14 Apr. 7 - 11	Ethics, Legal Issues, and CSR	18	Marketing Plan Part Three Template and Marketing Plan Highlights Slide Deck due Wed., Apr. 9 Marketing Plan Self and Peer Evaluation due Wed., Apr. 9 Chapter Quiz Eleven (Ch. 16 & 18) due Fri., Apr. 11 DSM and Video Quiz for Ch. 18 due Fri., Apr. 11
Final Exam Period	Final Exam		Final Exam: Date T.B.A. between Apr. 14 -25 (Do not make travel plans prior to Apr. 26)

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>

DESCRIPTION	WEIGHTING
Marketing Plan (Divided into three parts and a highlights PowerPoint slide deck: completed with one Partner. Self and Peer Evaluation (Individual))	30%
Chapter Quizzes (20 minutes per quiz – closed book) (15 multiple choice questions; one attempt per quiz) Best 10 of 11 quizzes	10%
Final Exam (2 hours – closed book) (Multiple choice and written response questions)	15%
Activity Assignments, Mini-Simulations, DSMs & Video Quizzes Activity Assignments (25%) DSMs and Video Quizzes (Best 10 of 12 @ 1% each – 10%) Mini Sims (Best 6 of 8 @ 1.67% each = 10% total)	45%
If you have a concern about a grade you have received for an evaluation, please see me as Refer to the Grade Review and Appeals policy for more information. https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf TOTAL	100%

COURSE GUIDELINES AND EXPECTATIONS

Assignments and Exams

Full assignment descriptions are found in the Assignments and Activities section of the course D2L site.

- Students 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 assignment file (file name protocol: the assignment name and your last name)**, 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 promptly submitted to and accepted by the instructor.

Unless otherwise specified by the instructor, students are to submit their own original work. Any work collaborated on (unless permitted by the assignment instructions) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#).

Research and References

Assignments are to be supported using credible secondary research from various sources. See academic writing tips on D2L and refer to the Camosun library website for further assistance about research basics.

<https://camosun.libguides.com/researchbasics/sources>

Unacceptable Reference Sources for MARK 110 Assignments

- Wikipedia (Pages are peer-reviewed and the quality of information varies.)
- Social media sites (These sites may contain fake news)
- Previously used presentations or documents from other classes. (This is considered cheating.)
- Documents that are posted on an essay writing service website (e.g., Course Hero etc.)

Artificial Intelligence (AI)

The use of AI tools without the permission of your instructor is considered cheating or plagiarism, which violates the college's Academic Integrity Policy. Infractions of this policy can result in a failing grade on an assignment. Repeated infractions can result in more serious consequences, including failing a course.

Students in this section of MARK 110 are not permitted to use AI tools for any reason.

SCHOOL OR DEPARTMENTAL INFORMATION

- The School of Business uses **APA 7 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>
- In text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards.
- Grammar, spelling, style and APA7 formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to credible sources.

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
Library	camosun.ca/services/library

Support Service	Website
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

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.

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.