

COURSE SYLLABUS



COURSE TITLE:	MARK 110: Introduction to Marketing
CLASS SECTION:	DH10
TERM:	2025W
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.

Mandatory Week 1 Participation

This course section follows an online asynchronous delivery format where students are not required to be in the same physical space as the instructor. As such, it can be challenging to properly measure student attendance and to determine availability of seats for waitlisted students. To confirm course participation, all registered students are asked to complete a mandatory (but ungraded) quiz during the first course week. Completion of this quiz will confirm your participation and reserve your seat in this course section. If you do not complete the quiz (or otherwise contact your instructor regarding course participation) by the scheduled quiz deadline, you may be removed from the course and your seat offered to a waitlisted student.

For more information, please see the “Attendance” section under “Registration Policies for Students” [Registration Policies for Students | Camosun College](#).

INSTRUCTOR DETAILS

NAME:	Glen Allen
EMAIL:	alleng@camosun.ca
OFFICE:	CBA 265 (Interurban)
HOURS:	virtual meetings available Mon-Thu by appointment only (email instructor with request)

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

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.

PRE or CO-REQUISITE(S):	C in English 12 or Camosun Alternative (see www.calendar.camosun.ca)
EQUIVALENCIE(S):	SPEX 160
EXCLUSION(S):	n/a

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful course completion, students 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



Textbook: Lamb, C.W., Hair, J.F., McDaniel, C., Boivin, M., & Gaudet, D. (2025). *MKTG: principles of marketing* (7th Cdn. ed.). Cengage Learning Canada, Inc. Paperback ISBN: 978-1-77841-039-0 // Ebook ISBN: 978-1-77841-390-2

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

- Camosun Bookstore (www.camosuncollegebookstore.ca)
- Cengage Learning (www.cengage.ca)

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.

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

In general, the course will operate as follows:

- This course will run from Mon Feb 3 – Fri May 23, 2025 in an online, asynchronous format.
Important: Instruction will continue through the regular Camosun Reading Break (February 18-23), but will pause for two weeks during the public school Spring Break (March 17-30).
- 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.
- Unless otherwise noted, all quizzes and assignments will be due by 11:59pm each Sunday evening. See p.3 of this syllabus for a detailed schedule of assignments and due dates.
- Optional live "virtual classroom" sessions may be held throughout 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 closed-book final exam will be held during the final course week of May 20-23 (exam date/format to be announced, but will be written in an in-person, invigilated setting).

The following schedule provides 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. This version last revised: **January 31, 2025**.

Date	Topic	Reading	Assignment / Activity	Due Date
Week 1 Feb 3 – 9	MARK 110 Course Overview; Introduction to Marketing	Ch.1	D2L Sample Quiz	Wed Feb 5 @ 11:59pm
			D2L Discussion #1 (Self-Intro)	Sun Feb 9 @ 11:59pm
Week 2 Feb 10 – 16	Introduction to Marketing; External Marketing Environment	Ch.1 Ch.2	D2L Discussion #2 (Ch.2)	Sun Feb 16 @ 11:59pm
			D2L Quizzes (Ch.1, 2)	
			Prizm Postal Code Lookup	
Week 3 Feb 17 – 23 <i>Family Day: Mon Feb 17</i>	Strategic Marketing; Marketing Research (& Surveys); Academic Integrity & APA	Ch.3 Ch.4	Acad. Integrity Module (D2L)	Sun Feb 23 @ 11:59pm
			APA Citation Module (D2L)	
			D2L Quizzes (Ch.3, 4)	
			MP Team Charter	
Week 4 Feb 24 - Mar 2	Consumer Decision Making; Business-to-Business Marketing	Ch.5 Ch.6	D2L Discussion #3 (Ch.5)	Sun Mar 2 @ 11:59pm
			D2L Quizzes (Ch.5, 6)	
			Consumer Survey	
Week 5 Mar 3 – 9	Segmenting, Targeting, & Positioning	Ch.7	D2L Discussion #4 (Ch.7)	Sun Mar 9 @ 11:59pm
			D2L Quiz (Ch.7)	
Week 6 Mar 10 – 16	MP – Part 1 Preparation		Marketing Plan – PART 1	Sun Mar 16 @ 11:59pm
Mar 17 – 30	SECONDARY SCHOOL SPRING BREAK – NO MARK 110 CLASSES			
Week 7 Mar 31 – Apr 6	Brand Management Product Concepts (& Packaging)	Ch.8 Ch.9	D2L Discussion #5 (Ch.8)	Sun Apr 6 @ 11:59pm
			D2L Quizzes (Ch.8, 9)	
Week 8 Apr 7 – 13	Price Setting	Ch.11	D2L Discussion #6 (Ch.11)	Sun Apr 13 @ 11:59pm
			D2L Quiz (Ch.11)	
			Packaging Analysis	
Week 9 Apr 14 – 20 <i>Good Friday: Fri Apr 18</i>	Marketing Channels	Ch.12	D2L Quiz (Ch.12)	Sun Apr 20 @ 11:59pm
Week 10 Apr 21 – 27 <i>Easter Monday: Mon Apr 21</i>	Marketing Communications	Ch.13	D2L Discussion #7 (Ch.13)	Sun Apr 27 @ 11:59pm
Week 11 Apr 28 – May 4	Marketing Communications; Digital Storytelling	Ch.13 Ch.14	D2L Quizzes (Ch.13, 14)	Sun May 4 @ 11:59pm
Week 12 May 5 – 11	Services Marketing	Ch.10	D2L Discussion #8 (Ch.10)	Sun May 11 @ 11:59pm
			D2L Quiz (Ch.10)	
Week 13 May 12 – 18	Marketing Plan Preparation		Marketing Plan – FINAL REPORT	Fri May 16 @ 11:59pm
Week 14 May 19 – 23 <i>Victoria Day: Mon May 19</i>	INVIGILATED FINAL EXAM (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 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

DESCRIPTION	WEIGHTING
Individual/Pair Assignments <ul style="list-style-type: none"> • D2L Discussion Forum – individual (best 7 of 8 x 2% = 14%) • Academic Integrity & APA Style Courses – individual (2 x 2.5% = 5%) • Prizm Postal Code Lookup – individual (7%) • Consumer Survey – individual or pairs (7%) • Packaging Analysis – individual or pairs (7%) • MP Peer Evaluation Submission – individual (2 x 1% = 2%) 	42%
Marketing Plan (team project) <ul style="list-style-type: none"> • Team Charter – team (3%) • MP Part 1 – team (12%) • MP Final Report – team (12%) • MP Peer Evaluation Results – individual (6%) 	33%
Quizzes & Exams <ul style="list-style-type: none"> • Chapter Quizzes (5%) • Final Exam (20%) 	25%
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](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

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 or AI-generated 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

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:

- ☐ Submitting collaborated and/or AI-generated work without permission of the instructor.
- ☐ 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

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
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.

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.
