

COURSE SYLLABUS



COURSE TITLE: MARK 220: Marketing Communications
CLASS SECTION: 001
TERM: Summer 2023
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ 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://camosun.ca/about/covid-19-updates>

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 explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Brenda Jones, MA, BA, APR
EMAIL: jonesb@camosun.ca
OFFICE: CBA 258
HOURS: Mondays 11:30 a.m. – 12:30 p.m., Wednesdays 5:30 - 6 p.m., Thursdays 2 – 3:30 p.m.

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

This course focuses on the development of an effective integrated marketing communication (IMC) plan within the framework of a firm's total marketing strategy. Specifically, the course examines advertising, direct response communications, online interactive communications, sales promotion, public relations, and event marketing, with the objective of ensuring that the appropriate message and media are selected.

PREREQUISITE(S): C in MARK 110, C in SPEX 160 or bachelor's degree from a recognized post-secondary institution
CO-REQUISITE(S): N/A
EXCLUSION(S): N/A

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course, students will be able to:

A. Use market research, including market segmentation analysis, to identify target audiences and to determine the most effective way to communicate with audiences in order to meet communication objectives.

Performance indicators:

- Know when and how to collect secondary data
- Develop a market segmentation grid using one of the following dimensions: demographic, lifestyle, geographic, or behavioural
- Outline research techniques that will be used to evaluate effectiveness of a marketing communications campaign

B. Prepare an effective and ethically based integrated marketing communications plan.

Performance Indicators:

- Write specific, measurable, achievable, results based and time oriented communication objectives that are consistent with marketing objectives
- Conduct a situation analysis that includes an environmental scan and a SWOT
- Use market segmentation analysis and positioning maps to select target audiences
- Select and schedule appropriate media mix
- Create and develop various IMC pieces (using software)
- Develop a media budget
- Work from a personal code of ethics that has evolved from accepted ethical Canadian marketing and advertising practices and legal parameters

C. Contribute to the effectiveness of an IMC team to ensure project deliverables are completed in a timely manner.

Performance Indicators:

- Work as part of a team to assist in planning activities and assigning equitable responsibilities
- Contribute to the development of accepted team standards
- Carry out assigned responsibilities effectively and within time limits
- Contribute to the identification of target audiences, as well as the development of a situation analysis, communication objectives, media plan, creative plan, IMC pieces, and evaluation strategy
- Contribute to the preparation of a final written team report
- Participate actively in team presentations

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

(a) Text: Tuckwell, Keith J. *Integrated Marketing Communications Strategic Planning Perspectives* 5th Canadian Edition. Pearson Canada Inc. 2018.

(b) Other: Review weekly folders, which will include any online readings and instructions.

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

Class hours: Wednesdays (CBA 282) 6 - 9 p.m.

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

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 1 May 3	Introduction to Integrated Marketing Communications Business Ethics Assign: Reflections (1-4)	Course overview Read Ch. 1 Fill out course survey Add/WD deadline (May 7)
Week 2 May 10	Strategic Planning & Branding Strategy	Read Ch. 2 & 3 Reflection #1 (Ch. 1, 2 or 3) due May 11
Week 3 May 17	Advertising Planning: Creative Project Groups formed Assign: Team Charter (due May 21) and IMC Plan Proposal (due May 30)	Read Ch. 4 Team Charter due May 21
Week 4 May 24	Advertising Planning: Broadcast, Print, and Out-of-Home Media Teams will work on Team IMC Plan Proposal during class	Read Ch. 5 Email instructor idea for Group IMC Plan by May 23 Reflection #2 (Ch. 4 or 5) due May 25
Week 5 May 31	Planning for Direct Response Communication Research Methods and APA Style Team meetings with instructor re. proposal	Team IMC Plan Proposal due May 30 Read Ch. 6

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
	Assign: Individual SWOT/Situational Analysis (due June 15)	
Week 6 June 7	Planning for Online and Interactive Communications	Read Ch. 7
Week 7 June 14	Meetings between instructor and each group to answer questions about SWOT/Situational Analysis assignment Assign: Group SWOT/Situational Analysis (due June 29)	Exam 1 (Ch. 1 – 7) written in class Individual SWOT/Situational Analysis due June 15
Week 8 June 21	Teamwork and communication Sales Promotion Assign: Advertising Campaign Analysis (due July 21)	Read Ch. 8 Reflection #3 (Ch. 6, 7 or 8) due June 22
Week 9 June 28	Public Relations Experiential Marketing, Events, and Sponsorships	Read Ch. 9 & 10 Group SWOT/Situational Analysis due June 29
Week 10 July 5	Personal Selling and Client Relations	Read Ch. 11 Reflection #4 (Ch. 9, 10 or 11) due July 6
Week 11 July 12	Evaluating Marketing Communications Exam 2	Read Ch. 12 Exam 2 (Ch. 8 – 12) written in class
Week 12 July 19	Conference sessions: Groups will meet with instructor on at specific appointment times to go over a near-complete draft of the Marketing Communications Plan (posted to D2L by noon the day before the meeting)	Near-complete draft of MarCom plan due by noon on July 18 Advertising Campaign Analysis Report due July 21

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Week 13 July 26	Review of Presentation Skills Group completion and rehearsal of presentation	Final MarCom plan due July 25
Week 14 Aug. 2	Group presentations of Marketing Communications Plan	Presentations during class (upload to D2L by 5:30 p.m.) IMC Plan individual contribution worksheet due Aug. 3 (6 p.m.)
NO FINAL EXAM		

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
Midterm Exam #1	12.5%
Late term Exam #2	12.5%
Individual Reflections (4 in total)	15%
Advertising Campaign Analysis	15%
Participation in all activities and discussions; professionalism; attendance	10%
Marketing Communications Report (Team)	
Team Charter	2%
Team Proposal	3%
SWOT/Situational Analysis (5% individual; 5% team)	10%
Final Marketing Communications Plan	15%
Presentation (marks may fluctuate based on individual performance)	5%

DESCRIPTION	WEIGHTING
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 policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf	TOTAL 100%

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 (2021) 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](#)

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam. **Requests for assignment extensions** must be submitted to the instructor in writing a minimum of 6 hours before the assignment deadline (preferably earlier).

- a) **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 submitted and then accepted by the instructor. Please advise your instructor promptly.
- b) Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) 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.

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

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

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 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 Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

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

(<http://camosun.ca/learn/calendar/current/procedures.html>) 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://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

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.

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.