

# COURSE SYLLABUS



COURSE TITLE: Mark 220

CLASS SECTION: 001

TERM: Fall 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): In-person

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>

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*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

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NAME: Brian Feltham

EMAIL: [felthamb@camosun.bc.ca](mailto:felthamb@camosun.bc.ca)

OFFICE: CBA 227

HOURS: As posted outside office

*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

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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.

Prerequisites

One of:

- C in [MARK 110](#)
- C in [SPEX 160](#)
- Bachelor degree from a recognized post-secondary institution

## 2 Intended Learning Outcomes

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

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## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Text: Tuckwell, K (2019). *Integrated Marketing Communications: Strategic Planning Perspectives* (5th Cdn. ed.). Toronto, ON: Pearson

Other: 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. Additional Re

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
	Sept 7 Sept 9	Meet and Greet Intro to IMC	Chapter 1	
2	Sept 14 Sept 16	Strategic Planning Branding	Chapter 2 Chapter 3	
3	Sept 21 Sept 23	Team Building and Creativity Creativity in Ad Planning	Chapter 4	Project team formed <b>Assignment: You as a Brand due Sunday, Sept 25<sup>th</sup> @ 11:59pm</b>
4	Sept 28 Sept 30 (no class)	Guest Speaker Groups to use remainder of class to come up with team project organization ideas		<b>Team Charter and Project Ideas due Sunday, Oct 2<sup>rd</sup> @ 11:59pm</b>
5	Oct 5 Oct 7	Ad Planning: Traditional Media Planning for Direct Response Communication	Chapter 5 Chapter 6	
6	Oct 12 Oct 14	Planning for Online and Interactive Communication Ethics in Marketing Communications	Chapter 7	<b>IMC Individual Situation Analysis due Sunday, Oct 16<sup>th</sup> @11:59pm</b>
7	Oct 19 Oct 21	Sales Promotion <b>Quiz 1 (Chap 1-7) on Oct 21</b>	Chapter 8	
8	Oct 26 Oct 28	Public Relations Experimental Marketing, Events and Sponsorships	Chapter 9 Chapter 10	<b>Discussion 1: Part 1 (Sales Promotion, PR or Exp. Market Analysis) Due Sunday, Oct 30<sup>th</sup> @ 11:59 pm</b>
9	Nov 2 Nov 4	Personal Selling Working with Clients	Chapter 11	<b>Discussion 1: (The Responses) Due Sunday, Nov 6<sup>th</sup> @ 11:59pm</b>

10	Nov 9 Nov 11 (no class)	Groups to use class time to meet with group members to finalize IMC part 1 submission. Attendance is required.		<b>Group Situational Analysis Due Sunday, November 13<sup>th</sup>, 11:59pm</b>
11	Nov 16 Nov 18	Communication for not-for-profits and social enterprises  Media Planning and Scheduling	Appendix 1	<b>Discussion 2: Part 1 (Effective IMC) Due Sunday, Nov 20<sup>th</sup>, 11:59pm.</b>
12	Nov 23 Nov 25	Evaluation  Course Wrap and Guest Speaker  Groups to meet with instructor during class time to discuss project progress	Chapter 12	<b>Discussion 2: (The Responses) Due Sunday, Nov 27<sup>th</sup> @ 11:59pm</b>
13	Nov 30 Dec 2	<b>Quiz 2 (Ch 8-12) on Nov 30</b>  Final meeting with group to prep for next week		
14	Dec 7  Dec 9	The Big Presentations!!!		<b>In- Class Presentations</b> <b>IMC Plan Due Sunday, Dec 11<sup>th</sup> @11:59pm</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 noticed is required. Deadlines scan 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

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Your grades will be determined by activities, assignments, quizzes a midterm and end of term exam. All components will reflect the application of material from the notes and readings on D2L and/or discussed in class. All your work will be evaluated as if it were being delivered in a real-life business environment.

Assessment	Individual Value	Team Value
<b>Individual:</b> <b>Quizzes &amp; Exams</b> Quiz #1 Quiz #2  <b>Assignments</b> D2L Discussions (2 @ 7.5% each) You as a Brand Class Participation	15% 15%  15% 10% 5%	
<b>Team:</b> <b>IMC Project</b> Situational Analysis / SWOT 15% Final Report Client Presentation	10%  5%	5% 15% 5%
<b>Total</b>	<b>75%</b>	<b>25%</b>

**Individual Assignments and exams: (60%)** Focus: *Learning Outcomes One and Two*

**IMC Assignment: (25% team and 15% individual contribution grade)** Focus: *Learning Outcomes One, Two and Three*

## COURSE GUIDELINES & EXPECTATIONS

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*"A good basic selling idea, involvement and relevancy, of course, are as important as ever, but in the advertising din of today, unless you make yourself noticed and believed, you ain't got nothin'."* Leo Burnett

This course focuses on the development of an effective integrated marketing communications (IMC) plan within the framework of an organization's total marketing strategy. Specifically, Mark 220 examines advertising, direct response, online interactive communications, sales promotion, public relations, and event marketing, with the objective of ensuring that the appropriate message and media are selected to reach the target audience. A wide range of topics is covered including: IMC philosophy and purpose, communication strategy, creative approaches to message and media development, as well as media selection and evaluation.

Upon completion of this course, students should have a clear understanding of how the various components of the marketing communications mix might interact with each other in order to create an IMC plan that will resolve a business problem.

This course is fast paced and focuses on *learning by doing*, in that by the end of the term, students will have completed an integrated marketing communications plan for a local organization or event. Classroom sessions

include discussion and debate based on readings from the text and other sources, labs and assignments, guest speakers and project activities.

This is a demanding course. However, it can be a lot of fun too. Please read assigned chapters and take part in the course discussions. Feel free to provide your input by asking questions and contributing from your experience.

**Your attendance online/ in class is expected.**

## SCHOOL OR DEPARTMENTAL INFORMATION

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### ASSIGNMENTS & EXAMS

**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/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards 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.

**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.

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

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

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### 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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.