

COURSE SYLLABUS



Camosun College respectfully acknowledges that our campuses are situated on the territories of the Lək̓ʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

COURSE TITLE: MARK 220 – Marketing Communications

CLASS SECTION: 001

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): In Person, Tuesday (CBA 219) & Thursday (CBA 277) 10:30am-12:20pm

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: Lauren Hogarth (She/Her)

EMAIL: HogarthL@camosun.ca

OFFICE: CBA 228

HOURS: Wednesdays from 12:00 PM - 1:00 PM

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): One of

- C in [MARK 110](#)

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- 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.
- Prepare an effective and ethically based integrated marketing communications plan.
- Contribute to the effectiveness of an IMC team to ensure project deliverables are completed in a timely manner.

REQUIRED MATERIALS

Revel E-Text: Clow, K. & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (Revel 9th ed.). Pearson. [Link to purchase from Camosun Bookstore.](#)

Revel Access is included w/your E-Text purchase and is a requirement of this course. It has important resources for this class, like your e-text, Concept Check Ch. Quizzes, Mini Sims, practice quizzes, and more.

[Click to access our MARK 220 Revel Site](#) or use <https://console.pearson.com/enrollment/oetghw>

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 instructor.

Week	Topic	Assignments/Due Dates
Week 1 Sept 03 & 05	Ch. 1 IMC	Activity #1 (Part 1): Discussion Post due Fri by 11:59pm
Week 2 Sept 10 & 12	Ch. 4 IMC Planning Process IMC Project Assigned Library Tools Presentation (Thurs)	Activity #1 (Part 2): Responses due Mon by 11:59pm Revel: Concept Check Ch. 4 due Sept 10 by 10:29am IMC Team Charter & GANTT [In-Class] Quiz 1: Ch. 1 & 4 due Sept 15 by 11:59pm
Week 3 Sept 17 & 19	Ch. 2 Brand Management IMC Project - Client Pres (Thurs)	Revel: Concept Check Ch. 2 due Sept 17 by 10:29am
Week 4 Sept 24 & 26	Ch. 3 Buyer Behaviours	Revel: Concept Check Ch. 3 due Sept 24 by 10:29am IMC Team Check-in #1 [In-Class] Activity #2 – Mini Sim Ch. 3 [In-Class] Quiz 2: Ch. 2 & 3 due Sept 29 by 11:59pm
Week 5 Oct 01 & 03	Ch. 5 Advertising Campaign Mgmt Ch. 6 Advertising Design	Revel: Concept Check Ch. 5 & 6 due Oct 1 by 10:29am IMC Report 1 due Sunday by 11:59pm
Week 6 Oct 08 & 10	Ch. 7 Media	Revel: Concept Check Ch. 7 due Oct 8 by 10:29am IMC Report GANTT #2 [In-Class] Activity #3 – Mini Sim Ch. 7 [In-Class] Quiz 3: Ch. 5, 6 & 7 due Oct 13 by 11:59pm
Week 7 Oct 15 & 17	Midterm Review (Tues) 1st Midterm (Thurs)	1st Midterm Exam (Ch's 1,2,3,4,5,6 & 7)
Week 8 Oct 22 & 24	Ch. 8 Digital & Mobile Ch. 9 Social Media	Revel: Concept Check Ch. 8/9 due Oct 22 by 10:29am Activity #4 – Mini Sim Ch. 9 [In-Class] Quiz 4: Ch. 8 & 9 due Oct 27 by 11:59pm
Week 9 Oct 29 & 31	Ch. 10 Alternative Marketing Ch. 11 Database, Direct Marketing & Personal Selling	Revel: Concept Check Ch.10/11 due Oct 29 by 10:29am Activity #5 – Mini Sim Ch. 11 [In-Class] Quiz 5: Ch. 10 & 11 due Nov 3 by 11:59pm
Week 10 Nov 05 & 07	Ch. 12 Sales Promotion	Revel: Concept Check Ch. 12 due Nov 5 by 10:29am Activity #6 – Sales Promotion [In-Class]
Week 11 Nov 12 & 14	Ch. 14 Regulations & Ethics	Revel: Concept Check Ch. 14 due Nov 12 by 10:29am Activity #7 - Regulations & Ethics [In-Class] Quiz 6: Ch. 12 & 14 due Nov 17 by 11:59pm
Week 12 Nov 19 & 21	Ch. 15 Evaluating IMC	Revel: Concept Check Ch. 15 due Nov 19 by 10:29am Activity #8 – Mini Sim Ch. 15 [In-Class]
Week 13 Nov 26 & 28	Midterm Review (Tues) 2nd Midterm (Thurs)	IMC Team Check-in #2 [In Class] 2nd Midterm Exam (Ch's 8,9,10,11,12,14 & 15)
Week 14 Dec 03 & 05	Presentation Rehearsals (Tues) Final Presentations (Thurs)	IMC Project Presentations due Thurs [In Class] IMC Report 2 due Friday by 11:59pm

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
Quizzes & Midterm Exams - D2L: Chapter Quizzes (best 5 of 6 @ 2% each) - Revel: Concept Checks (Best 10 of 13 @ 0.5% each) - Midterm Exams (2 @ 15% each)	10% 5% 30%
In-Class Activities/Mini Sims - Best 6 of 8 @ 2.5% each	15%
IMC Project - Team check-ins (2 @ 1.5% each = 3%) - Report 1 – Situation Analysis & SWOT (10%) - Report 2 – Final Report (20%) - Presentation (7%)	40%
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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

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 or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.
- **Save your file as a pdf, 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-completion on scheduled exam dates results in a zero grade.
- Exceptions to the Late Policy will be made only for medical reasons or extenuating circumstances that must be submitted and accepted by instructor in advance of a due date.

USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GENAI) TOOLS

This is specifically about GenAI tools (e.g., ChatGPT, Bing Chat, etc.) but applies to using any artificial intelligence technology in this class. GenAI tools are available to students in this course. The purpose of this section is to outline the guidelines for using GenAI tools in this course and to specify the restrictions on its use.

- Students may choose to use GenAI tools to assist with understanding course concepts, summarizing lectures, or writing assistance, but the **final product must be their own original work**. It is essential that students recognize the importance of generating their ideas and thoughts to enhance their critical thinking, problem-solving, and decision-making skills. Therefore, the use of GenAI tools should be seen as a supportive tool, rather than a replacement for students' ideas and efforts.
- Students are responsible for understanding the limitations and potential biases of GenAI tools and for critically evaluating their output.

- Students are responsible for any output produced, and are ultimately accountable for the work they submit.
- Students must document and be transparent about their use of GenAI tools. The documentation should accompany each assignment and include what tool(s) were used, how they were used, and how the results were incorporated into the submitted work. Any content produced with the support of a GenAI tool must be cited appropriately, following APA format.
- Students are not permitted to use GenAI tools to complete quizzes or exams. Any use of GenAI tools for such purposes will be considered academic dishonesty and will result in appropriate action being taken, in line with the College's academic integrity policies.

SCHOOL OR DEPARTMENTAL INFORMATION

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 110 requires mandatory attendance for the first class meeting of the 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 for Students" [Registration Policies for Students | Camosun College](#)

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: <https://camosun.libguides.com/apa7>

- 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](#)

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

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.

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.