

COURSE SYLLABUS



COURSE TITLE: MARK 220 – Marketing Communications

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): In Person, Wednesday & Friday (CBA 282) 8:30 AM - 10:20 AM

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: Lauren Hogarth (She/Her)

EMAIL: HogarthL@camosun.ca

OFFICE: Thursdays from 11:00 AM - 12:00 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

Students will examine communication management theories and principles with emphasis on the Paid (advertising) and Owned (content marketing) components of the integrated Paid Earned Shared Owned media model. Students will construct and measure an effective integrated marketing communication (IMC) plan that communicates a consistent brand identity to specified target markets.

PRE or CO-REQUISITES: All of

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

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course a student will be able to:

- Develop and deliver an effective marketing communications plan that demonstrates the integrated use of promotional tools.
- Identify and select an appropriate marketing communications mix to achieve the objectives of an Integrated Marketing Communications plan.
- Communicate a consistent brand identity using a range of paid and owned media tools and tactics.
- Evaluate marketing research and apply findings to the selection of market segments and the development of competitive positioning strategies.
- Measure and evaluate the effectiveness of an Integrated Marketing Communications campaign.

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.](#)

Note: 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 chapter quizzes, mini sims, practice quizzes, and more. [Click to access our MARK 220 Revel Site](#) or use <https://console.pearson.com/enrollment/bzupau>

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 220 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](#)

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

DATE	DETAILS	READ	DUE DATES Time deadline of 11:59pm applies to all assignments due outside of class time.
Week 1 Jan. 8 & 10	Must attend 1st class to retain seat in class Course Overview & Intro to Integrated Marketing Communications (IMC)	Ch 1	Activity #1 Introductions: Part 1: Discussion Post due Jan 9 Part 2: Responses due Jan 12 Project: Group placement requests due Jan 12
Week 2 Jan. 15 & 17	IMC Planning Process Project Assigned	Ch 4	Revel Concept Checks: Ch. 4 due Jan 14 Project: Charter & GANTT due in-class Jan 17 Mini Sim Ch. 4 & Quiz 1 (ch.1 & 4) due Jan 19
Week 3 Jan. 22 & 24	Brand Management Project: Client Presentation (Wed) Megan Johns, Owner of The Green Kiss	Ch 2	Revel Concept Checks: Ch. 2 due Jan 21 Activity #2 Brand: due Jan 26
Week 4 Jan. 29 & 31	Buyer Behaviours Project: In-class time for SWOT analysis (Fri)	Ch 3	Revel Concept Checks: Ch. 3 due Jan 28 Project: Part 1 Team Check-in due in-class Jan 31 Mini Sim Ch. 3 & Quiz 2 (ch.2 & 3) due Feb 2
Week 5 Feb. 5 & 7	Advertising Campaign Management Advertising Design	Ch 5 Ch 6	Revel Concept Checks: Ch. 5 & 6 due Feb 4 Project: Part 1 due Feb 9
Week 6 Feb. 12 & 14	Media Project Review Part 2	Ch 7	Revel Concept Checks: Ch. 7 due Feb 11 Project: Part 2 GANTT due in-class Feb 14 Mini Sim Ch. 7 & Quiz 3 (ch.5, 6 & 7) due Feb 16
Week 7 Feb. 17-21	College Closed – NO CLASSES Family Day (Feb 17) Reading Break (Feb 18-21)		
Week 8 Feb. 26 & 28	Midterm Review (Wed) 1st Midterm (Fri)		1st Midterm (Ch’s 1, 2, 3, 4, 5, 6 & 7)
Week 9 Mar. 5 & 7	Digital & Mobile Social Media	Ch 8 Ch 9	Revel Concept Checks: Ch. 8 & 9 due Mar 4 Mini Sim Ch. 9 & Quiz 4 (ch.8 & 9) due Mar 9
Week 10 Mar. 12 & 14	Alternative Marketing Database, Direct Marketing & Personal Selling Sales Promotions	Ch 10 Ch 11 Ch 12	Revel Concept Checks: Ch.10,11&12 due Mar 11 Mini Sim Ch. 11 & Quiz 5 (ch.10,11,12) due Mar 16
Week 11 Mar. 19 & 21	Regulations & Ethics Evaluating IMC	Ch 14 Ch 15	Revel Concept Checks: Ch. 15 <i>only</i> due Mar 18 Project: Team Check-in #2 due In-Class Mar 21 Mini Sim Ch. 15 & Quiz 6 (ch.14 & 15) due Mar 23
Week 12 Mar. 26 & 28	Midterm Review (Wed) 2nd Midterm (Fri)		2nd Midterm (Ch’s 8, 9, 10, 11, 12, 14 & 15)
Week 13 Apr. 2 & 4	Class time to work on project (Wed) Project: Presentation Rehearsals Day 1 (Fri)		
Week 14 Apr. 9 & 11	Project: Presentation Rehearsals Day 2 (Wed) Project: Final Presentations to client (Fri)		Project: Final Presentations (in-class) Project: Final Report due Friday, Apr 11
EXAM PERIOD APRIL 14-25	The Final Exam is held at a set time/date and must be completed in-person. Do not make travel or other arrangements that may conflict with exams. Note: Holiday dates occur on Good Friday (Apr 18) and Easter Monday (Apr 21)		

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%) - Revel: Concept Checks (8 @ 1% each) - Midterm Exams (2 @ 15% each)	10% 8% 30%
Individual Assignments - Mini Sims / Activities (8 @ 1.5% each)	12%
IMC Project - Team check-ins (2 @ 1.5% each = 3%) - Part 1 – Situation Analysis & SWOT (10%) - Part 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>

Percentage – Grade / Grade Point Equivalency

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a “D” grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

COURSE GUIDELINES & EXPECTATIONS

SUBMISSION GUIDELINES & 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, quiz, concept check, mini-sim, 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.**

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

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, 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](#)

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.