

# COURSE SYLLABUS



COURSE TITLE: MARK 220: Marketing Communications  
CLASS SECTION: 002  
TERM: Winter 2023  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən 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: Brenda Jones, MA, BA, APR  
EMAIL: [jonesb@camosun.ca](mailto:jonesb@camosun.ca)  
OFFICE: CBA 231F  
HOURS: Mondays 10 – 10:30 a.m. and Wednesdays 1 – 2:30 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

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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.

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

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## COURSE LEARNING OUTCOMES / OBJECTIVES

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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 behaviouristic
- 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

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(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 for posting to D2L.

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

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**Class hours: Mondays and Wednesdays (CBA 277) 10:30 a.m. – 12:20 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
<b>Week 1</b> Jan. 9/11	Introduction to Integrated Marketing Communications  Business Ethics  <i>Assign: Reflections (1-4)</i>	Course overview  Read Ch. 1  Add/WD deadline (Jan. 15)
<b>Week 2</b> Jan. 16/18	Strategic Planning & Branding Strategy	Read Ch. 2 & 3  <i>Reflection #1 (Ch. 1, 2 or 3) due Jan. 20</i>
<b>Week 3</b> Jan. 23/25	Advertising Planning: Creative  Project Groups formed  <i>Assign: Team Charter (due Jan. 29) and IMC Plan Proposal (due Feb. 3)</i>	Read Ch. 4  <i>Team Charter due Jan. 29</i>
<b>Week 4</b> Jan. 30/Feb. 1	Advertising Planning: Broadcast, Print, and Out-of-Home Media	Read Ch. 5  <i>Reflection #2 (Ch. 4 or 5) due Feb. 3</i>  <i>Team IMC Plan Proposal due Feb. 5</i>
<b>Week 5</b> Feb. 6/8	Planning for Direct Response Communication  Research Methods and APA Style  Team meetings with instructor re. proposal  <i>Assign: SWOT/Situational Analysis (due Feb. 19 and March 12)</i>	Read Ch. 6
<b>Week 6</b> Feb. 13/15	Planning for Online and Interactive Communications	Read Ch. 7  <i>Individual SWOT/Situational Analysis due Feb. 19</i>

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
<b>Week 7</b> Feb. 20 – 24 <b>Family Day (college closed) and Reading Break</b>	No classes	
<b>Week 8</b> Feb. 27/March 1	Teamwork and communication Sales Promotion Assign: Advertising Campaign Analysis (due March 26)	Read Ch. 8 Exam 1 (Ch. 1 – 7) on Feb. 27 Reflection #3 (Ch. 6, 7 or 8) due March 3
<b>Week 9</b> March 6/8	Public Relations Experiential Marketing, Events, and Sponsorships	Read Ch. 9 & 10 Group SWOT/Situational Analysis due March 12
<b>Week 10</b> March 13/15	Personal Selling and Client Relations	Read Ch. 11 Reflection #4 (Ch. 9, 10 or 11) due March 17
<b>Week 11</b> March 20/22	Evaluating Marketing Communications Review of Presentation Skills Exam 2	Read Ch. 12 Exam 2 (Ch. 8 – 12) March 22 Advertising Campaign Analysis due March 26
<b>Week 12</b> March 27/29	Conference sessions: Groups will meet with instructor on March 27 and 29 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 the day before conference session with instructor Final MarCom plan due April 2

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
<b>Week 13</b> April 3/5	Group completion and rehearsal of presentation  Group presentations of Marketing Communications Plan on April 5	<b>Presentations on April 5</b>
<b>Week 14</b> April 10/12  <b>Easter Monday holiday (college closed)</b>	Group presentations of Marketing Communications Plan on April 12	<b>Presentations on April 12</b>  Individual reflection about project due April 12 (11:59 p.m.)
<b>NO FINAL EXAM</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 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 online activities and discussions/Professionalism	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%
	<b>TOTAL</b>
	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

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**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.

- 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

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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

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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](http://camosun.ca/services/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.