



# COURSE SYLLABUS

COURSE TITLE:	MARK 220 – Integrated Marketing Communications
CLASS SECTION:	D02
TERM:	Winter 2025
COURSE CREDITS:	3
DELIVERY METHOD(S):	Online asynchronous

## INSTRUCTOR DETAILS

NAME:	Marina Jaffey
EMAIL:	marina@camosun.ca
HOURS:	Tuesdays on Zoom from 9:00 am to 9:30 am or by appointment

*As your course instructor, I endeavour to provide an inclusive learning environment. 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-REQUISITE(S): All of

- C in [MARK 110](#)
- 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 communication plan that demonstrates the integrated use of promotion tools.
- Identify and select an appropriate marketing communication 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

**e-Text:** Clow, K. & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (Revel 9<sup>th</sup> ed.). Pearson. [Link to our Revel e-text and concept checks:](https://console.pearson.com/enrollment/g7wnyv)  
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#### COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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

Week Starting	Topic	Chapter	Deliverables
Week 1	IMC	Ch. 1	<b>Scavenger Hunt</b> due Thurs. by 11:59 pm <b>Revel concept checks:</b> ch. 1 due Thurs. by 11:59 pm <b>Activity 1- Introductions:</b> 1st post due Fri @ 11:59 pm 2nd post due week 2 on Mon @ 11:59 pm <b>Project:</b> People you'd like to work with due Sun.
Week 2	IMC Planning Process	Ch. 4	<b>Revel concept checks:</b> ch. 4 due Thurs. by 11:59 pm <b>Activity 2:</b> due Friday 11:59pm <b>Quiz 1 (ch. 1 &amp; 4)</b> due Saturday 11:59 pm <b>Project:</b> Team Charter & GANTT for Report 1 due Sun.
Week 3	Brand Management	Ch. 2	<b>Revel concept checks:</b> ch. 2 due Thurs. by 11:59 pm <b>Activity 3 – Branding:</b> due Friday 11:59pm
Week 4	Buyer Behaviours	Ch. 3	<b>Revel concept checks:</b> ch. 3 due Thurs. by 11:59 pm <b>Activity 4 – Buyer Behaviour:</b> due Friday 11:59 pm <b>Quiz 2 (ch. 2 &amp; 3)</b> due Saturday 11:59 pm <b>Project:</b> 1st Team check-in due Sunday 11:59 pm
Week 5	Advertising	Ch. 5 & 6	<b>Revel concept checks:</b> ch. 5 & 6 due Thurs. by 11:59 pm <b>Activity 5 – Advertising:</b> due Friday 11:59pm <b>Project:</b> Report 1-Sit. Anal. & SWOT due Sun. 11:59pm
Week 6	Media	Ch. 7	<b>Revel concept checks:</b> ch. 7 due Thurs. by 11:59 pm <b>Activity 6 – Media:</b> due Friday 11:59 pm <b>Quiz 3 (ch. 5, 6 &amp; 7)</b> due Saturday 11:59 pm <b>Project:</b> GANTT for Report 2 due Sunday 11:59 pm
Week 7	Reading Break		
Week 8	1st Midterm	Tues. review Thurs. exam	Exam Review Tuesday on Zoom at 9 am. Session will be recorded & posted to Content / Week 8 <b>1st Midterm Exam (ch. 1 – 7) You have 90 minutes to write the online exam. The exam will be open from 7 am to 9 pm only. Once you start you must finish.</b>
Week 9	Digital/Social Media Alternative Mkting	Ch. 8, 9,10	<b>Revel concept checks:</b> ch. 8 & 10 only due Thurs. 11:59 pm <b>Activity 7 – Alternative Mkting:</b> due Friday 11:59pm <b>Quiz 4 (ch. 8, 9, 10)</b> due Saturday 11:59 pm
Week 10	Direct Marketing Sales Promotion	Ch. 11 & 12	<b>Revel concept checks:</b> ch. 11 & 12 due Thurs. by 11:59 pm <b>Quiz 5 (ch 11 &amp;12)</b> due Saturday 11:59 pm
Week 11	Regulations & Ethics Evaluating IMC	Ch. 14 & 15	<b>Revel concept checks:</b> ch. 15 only due Thurs. by 11:59 pm <b>Activity 8 – Ethics:</b> due Friday 11:59pm <b>Quiz 6 (ch 14 &amp; 15)</b> due Saturday 11:59 pm
Week 12	2 <sup>nd</sup> Midterm	Tues. review Thurs. exam	Exam Review Tuesday on Zoom at 9 am. Session will be recorded & posted to Content/Week 12 <b>2nd Midterm Exam (ch. 8 - 12, 14 &amp; 15) You have 90 minutes to write the exam. It is open from 7 am-9 pm</b>
Week 13	Project		<b>Project:</b> 2nd Team check-in due Sunday 11:59 pm.
Week 14	Project		<b>Project:</b> Report & recorded presentation due Fri. 11:59 pm

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](#).

<https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

## EVALUATION OF LEARNING

DESCRIPTION		WEIGHTING
Quizzes & Midterm Exams		5%
- Revel concept checks (best 10 of 12 @ .5% each)		10%
- Quizzes (best 5 of 6 @ 2% each)		30%
- Midterm Exams (2 @ 15% each)		
Activities		15%
- Best 7 of 8 @ 2.1% each		
IMC Project		40%
- Team check-ins (2 @ 1.5% each = 3%)		
- Report 1 – Situation Analysis & SWOT (10%)		
- Report 2 – Final Report (20%)		
- Presentation recording (7%)		
	TOTAL	100%

## 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.

## SCHOOL OR DEPARTMENTAL INFORMATION

- 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 format, citations and references 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](#)

## 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	<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

### 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 [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.