

COURSE SYLLABUS



COURSE TITLE: Marketing Media & Buying (MARK 320)
CLASS SECTION: 001
TERM: F2023
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-face

Camosun College campuses are located on the traditional territories of the Lak^wanjan and W^SANEC peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

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: Cynthia Wrate, MBA
EMAIL: wratec@camosun.bc.ca
OFFICE: CBA 221
HOURS: Wednesdays 10:30 – 11:30 (online or in-person) or by appointment
WEBSITE: <https://online.camosun.ca/d2l/home>

As your course instructor, I endeavor 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 develop skill in media planning and buying, including examining the various communication tools available to best meet the needs of the intended audience and the organization. Students will evaluate the role and effectiveness of traditional, digital, alternative and emerging media.

https://calendar.camosun.ca/preview_program.php?catoid=7&poid=751&returnto=337

PREREQUISITE(S):

One of:

- C in MARK 220
- C in MARK 233

COURSE LEARNING OUTCOMES / OBJECTIVES

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

- Analyze how media in Canada operate.
- Compare and contrast the different requirements of electronic, internet and print media.
- Critique electronic, internet and print media strategies.
- Use current industry tools to place media and evaluate effectiveness.
- Interpret and develop media flowcharts, reach/frequency, net/gross rates and post-buy analyses.
- Develop a media budget and calculate agency commissions and media return on investment.
- Plan an optimal media strategy, including strategies for culturally diverse and Indigenous audiences.
- Prepare a written media plan.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION



Textbook: Egan, Beth, (2019) *Media Planning Essentials. A Journey into creating human experiences*. Edify Publishing, Idaho Falls.

E-Book ISBN 978-0-9967900-8-6

<https://join.stukent.com/join/8FE-6D6>



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.

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 Sept 7	Chapter 1: The Art and Science of Media Planning	Introduction to Media/Communications Planning	
WEEK 2 Sept 11/13	Chapter 2: The Evolution of Communications Planning Chapter 3: Finding the Right People	Topline view of the overall communications process The language of target audiences and uncovering insights Using secondary research to understand your audience	Quizzes due on Stukent before each chapter is discussed in class
WEEK 3 Sept 18/20	Chapter 4: Finding the Right Place	How we measure audiences The efficiency metrics: getting what you paid for	Simternship Round 1 (Mon) Worksheets 1 and 2
WEEK 4 Sept 25/27	Chapter 5: Discovering the Right Time	Selecting the right channels	Simternship Round 2 Worksheets 3-5 National Day for Truth and Reconciliation Fri. Sept 30

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 5 Oct 4	Chapter 6: Media's Role in the Marketing Mix	The marketing mix and the Consumer Decision Journey	Monday Oct. 2 College Closed Simternship Round 3
WEEK 6 Oct 11	Chapter 7: Measuring What Works	Setting objectives	Monday Oct. 9 College Closed Thanksgiving Simternship Round 4
WEEK 7 Oct 16/18	Chapter 8: Data-driven Strategies in a Digital Era Chapter 9: Social Media and the Walled Gardens	How the internet works Leveraging the power of social media Introduction to Group Project	Simternship Round 5
WEEK 8 Oct 23/25	Chapter 10: Video and Streaming Media	The convergence of the video landscape The economics of television MIDTERM (WED)	Simternship Round 6
WEEK 9 Oct 30/Nov 1	Chapter 11: Search and Display	The basics of search advertising The display landscape	Simternship Round 7
WEEK 10 Nov 6/8	Chapter 12: Audio and Podcasting Chapter 13: The Role of Mobile	Advertising in What makes mobile different? the audio space	Simternship Round 8 Simternship Round 9
WEEK 11 Nov 15		MIDTERM 2 (WED)	Monday Nov 13 College Closed Remembrance Day
WEEK 12 Nov 20/22	Chapter 14: Creating an Integrated Communications Plan Chapter 15: Data Privacy, Ethics, and Regulation	Review of Simternship exercise Award winning media strategies Instilling trust and transparency in advertising	
WEEK 13 Nov 27/29		In-class meetings on final projects	
WEEK 14 Dec 4/6		Team Project Presentations	Dec 9 last day of instruction
EXAM WEEK		NO FINAL EXAM	

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 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 & EXAMS	45%
Mid Term Exam 1	15%
Mid Term Exam 2	15%
Chapter quizzes (15 x 1%)	15%
MAJOR PROJECT	25%
STUDENT SIMTERNSHIP	25%
MEDIA MATH WORKSHEETS	5%
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](#) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

ASSIGNMENTS

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.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.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

SCHOOL OR DEPARTMENTAL INFORMATION

DEADLINES and EXAMS

You must submit your assignments by 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 will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)).

It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

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

Field Code Changed

Support Service	Website
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

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:

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

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. 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.