

# COURSE SYLLABUS



COURSE TITLE: MARK 330 (Marketing Communications Portfolio)

CLASS SECTION: D01

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Online (Asynchronous)

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](#).

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## INSTRUCTOR DETAILS

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NAME: Melissa McLean, MEd, MBA

EMAIL: [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca)

OFFICE: CBA 231-C

HOURS: By appointment (in person or virtual)

*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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Students will create an individual professional portfolio that showcases their ability to identify specific audience needs, demonstrate copywriting skills, software competence and basic design knowledge in planning and creating corporate and marketing communications.

### PREREQUISITE(S):

All of:

- C in [BUS 130](#)

And one of:

- C in [MARK 220](#)
- C in [MARK 233](#)

Or

All of:

- C in [MARK 220](#)
- C in [MARK 233](#)
- Bachelor degree from a recognized post-secondary institution

### PRE OR CO-REQUISITE(S):

All of:

- C in [MARK 110](#)

EQUIVALENCIES: None

### COURSE LEARNING OUTCOMES / OBJECTIVES

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By the end of this course, students will be able to:

- Apply advanced writing skills and techniques that demonstrate an in-depth understanding of the intended audience.
- Write key messages for marketing communication and corporate communication campaigns suitable for a range of media.
- Apply basic design principles to the creation of marketing and corporate communication content.
- Use current industry multimedia tools and platforms.
- Evaluate design concepts using basic design principles.
- Assess messages for suitability and cultural appropriateness across diverse audiences.
- Identify ethical parameters for message development and communication processes.

### REQUIRED MATERIALS AND RECOMMENDED PREPARATION / INFORMATION

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Lingwood, G. & Shaw, M. (2022). *Copywriting: Successful writing for design, advertising and marketing*. (3rd ed.) Laurence King Publishing.

Readings as assigned throughout the term and posted in D2L under Content/Week.

#### Optional Reading Materials:

For basic graphic design:

Williams, R. (2014). *The non-designer's design book: Design and typographic principles for the visual novice*. (4th ed.). Peachpit Press.

Intermediate graphic design:

Samara, T. (2023). *Making and breaking the grid: A graphic design layout workshop*. (3rd ed.) Rockport Publishers.

(Both of these books are available for purchase from online book retailers.)

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

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

**Please note: Unless otherwise stated, assignments are due to the MARK 330 D2L drop box by 11:59 pm.**

WEEK	TOPIC	READINGS	DUE DATES
1 Sept. 3 - 8	Course introduction Introduction to <b>Marketing Communications Portfolio Plan and Project</b> ("Portfolio Project")	Text Ch. 1	
2 Sept. 9 - 15	Corporate storytelling Brand writing	Text. Ch. 3 Assigned readings	<b>Lab One</b> due Sun., Sept. 15
3 Sept. 16 - 22	Audience analysis Message writing: Principles, tools, and techniques	Assigned readings	<b>Lab Two</b> due Sun., Sept. 22
4 Sept. 23 - 29	Communication and persuasion	Assigned readings	<b>Lab Three</b> due Sun., Sept. 29
5 Sept. 30 – Oct. 6	Ethical issues in communications (including Artificial Intelligence)  Writing for Diverse Audiences	Text Ch. 2 and 4 Assigned readings	<b>Lab Four</b> due Sun., Oct. 6
6 Oct. 7 - 13	Copy Briefs and Copywriting for Paid Advertising	Assigned readings	<b>Portfolio Project Plan</b> due Sun., Oct. 13
7 Oct. 14 - 20	Graphic Design Fundamentals (Part One) Paid Advertising: Copywriting and Graphic Design		<b>Lab Five</b> due Sun., Oct. 20
8 Oct. 21 - 27	Graphic Design Fundamentals (Part Two) Direct mail: Copywriting and Graphic Design	Assigned readings	<b>Lab Six</b> due Sun., Oct. 27
9 Oct. 28 – Nov. 3	Website content: Writing and web graphic design basics	Text Ch. 5 Assigned readings	<b>Lab Seven</b> due Sun. Nov. 3 <b>**Book an appointment with the instructor (for Week 10, 11 or 12) to discuss and review Portfolio Project progress</b>
10 Nov. 4 - 10	Owned Communications: Writing and Graphic Design for e-newsletters, Annual Reports, Sales Kits etc.	Text Ch. 7 Assigned readings	<b>Lab Eight</b> due Sun., Nov. 10 <b>**Portfolio Project review appointments (virtual meetings)</b>
11 Nov. 11 - 17	Social Media Marketing Plan/Strategy Development	Assigned readings	<b>**Portfolio Project review appointments (virtual meetings)</b>
12 Nov. 18 - 24	Integrated Social Media: Writing and Graphic Design	Assigned readings	<b>Lab Nine</b> due Sun., Nov. 24 <b>**Portfolio Project review appointments (virtual meetings)</b>
13 Nov. 25 – Dec. 1	Multi-media Media Releases	Assigned readings	<b>Lab Ten</b> due Sun., Dec. 1
14 Dec. 2 - 6	Creating Powerful Presentations Course conclusion	Assigned readings	<b>Portfolio Project due <u>Fri., Dec. 6</u></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 advance 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

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DESCRIPTION	WEIGHTING
Labs (Total of Ten labs; Lab Nine is worth 10%; best seven out of nine <i>remaining</i> labs)	45%
Marketing Communications Portfolio Plan	10%
Marketing Communications Portfolio	45%
<b>TOTAL</b>	100%

If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.  
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

## COURSE GUIDELINES AND EXPECTATIONS

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This section of MARK 330 is offered in an on-line asynchronous format and is largely self-directed. Students are encouraged to contact the instructor for assistance as needed, via email at [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca).

The primary objective of MARK 330 is for students to learn and build upon their communications skills and then showcase these skills through the creation of an electronic marketing communications portfolio. To complete this portfolio, students will need to access free electronic portfolio and design software (e.g., Wix, etc.) Note that creating the electronic portfolio assignment in third-party software allows students to access their portfolio after MARK 330 is completed and access to the course ends in D2L.

To be successful in MARK 330, students are encouraged to plan effectively, use critical and creative thinking skills, pay attention to details, manage multiple deadlines, and practice effective time management to stay on track with the course deliverables.

**IMPORTANT NOTE: Students may not submit assignments that have been created entirely by one or more AI tools.** If desired, students may use AI tools to assist in generating ideas for assignment deliverables only, and any AI usage must be acknowledged with appropriate APA 7 in-text citations and referencing, and a short written Reflection (see Assignments area of course website for more information.) Failure to follow this approach will be considered a violation of academic integrity.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### **Mandatory On-Line “Check in” during the first week:**

This online section of MARK 330 requires that students check in with the instructor by email in the first week of class to confirm their seat in the course.

**To confirm your seat:** email [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca). Title the email’s subject line: MARK 330: Confirming Seat in Course and let the instructor know that you are confirming your seat. Be sure to include your first and last name in the body of the email if this is not apparent from reading your email address. If you do not do this by the end of the first week, 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](#)

## 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 [camosun.ca/services](https://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="https://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="https://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="https://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="https://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="https://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</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 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.