

COURSE SYLLABUS



COURSE TITLE: MARK 340

CLASS SECTION: 001

TERM: Winter 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən 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 updates please visit <https://camosun.ca/about/covid-19-updates>.

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: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.ca

OFFICE: CBA 231-C

HOURS: Wednesdays, from 2:30 – 3:20 pm, or by appointment

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

This applied course will guide students through the various communication tools available to best meet the needs of the intended audience and the organization and will incorporate the ability to assess the usefulness and appropriateness of tools for messages to be transmitted. Media, media relations and publicity are examined.

PREREQUISITE(S): C in MARK 220

CO-REQUISITE(S): None

EQUIVALENCIES: None

Note: It is recommended that students complete second year of their program prior to enrolling in MARK 340.

Upon successful course completion, students will be able to:

- 1. Analyze events, trends, and cultural shifts to determine how they may be used in proactive ways in marketing and communications activities.**
 - Identify key sources of information in Canada
 - Display mindful awareness of events, trends, and cultural shifts
 - Assess how events, trends and cultural shifts might be used within a marketing and communications environment

- 2. Demonstrate an understanding of how media in Canada operates, including the differing requirements of electronic, Internet and print media.**
 - Explain the evolution and functions of media in society
 - Describe the effects of media in our lives
 - Identify the differing requirements of electronic, Internet, and print media including focus, timelines, and audience

- 3. Use communication principles to develop an effective, ethically-based issues management plan.**
 - Discuss communication principles
 - Describe components of an issues management plan
 - Clarify goal(s) and prepare objectives that are specific, measurable, achievable, results and time-oriented
 - Develop a positioning strategy statement
 - Describe target audience(s)
 - Identify protocols for working effectively with clients
 - Prepare communication strategies and tactics

- 4. Develop reactive media relations strategies designed to increase media understanding of an issue and to mitigate controversy.**
 - Describe components of a reactive media relations plan
 - Clarify goal(s) and prepare objectives that are specific, measurable, achievable, results and time-oriented
 - Describe target audience(s) and utilize specific, appropriate media contacts
 - Prepare effective media releases and public service announcements
 - Evaluate each reactive media plan in relation to goal(s), objectives and ethical criteria

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Carney, W.W., Babiuk, C., & LaVigne, M.H. (2019). *In the news: The practice of media relations in Canada*. (3rd ed.) University of Alberta Press.

Open Textbook Library. *Understanding media and culture: An introduction to mass communication*. (2016). University of Minnesota Libraries Publishing.
<https://open.umn.edu/opentextbooks/textbooks/understanding-media-and-culture-an-introduction-to-mass-communication> (Note: This is a free textbook.)

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.

Unless otherwise noted, all assignments are due at 11:59 pm.

Week	Topic	Assigned Readings	Activities and Assignments and Due Dates
1 Jan. 9 - 15	Course overview Communication	OER Ch. 1 and 2 Carney Ch. 1	Discussion One: Self-Introduction (First post due Sun., Jan 15)
2 Jan. 16 - 22	Communication Tools	Carney Ch. 4 and 10	Discussion One: Self-Introduction (Responses due Thurs., Jan. 19) Individual Application Portfolio Activity
3 Jan. 23 - 29	Promotion Planning	Carney Ch. 6 and 7 Assigned readings	Promotion Planning Report – form teams in class Individual Application Portfolio Activity
4 Jan. 30 – Feb. 5	Message Development	Assigned readings	Promotion Planning Report Team Charter due Fri., Feb. 3 at start of class (hard copy) Individual Application Portfolio Activity
5 Feb. 6 - 12	Writing for Media	Carney Ch. 8 Assigned readings	Individual Application Portfolio Activity
6 Feb. 13 - 19	Media Literacy Media Ethics	Carney Ch. 3 and 15 OER Ch. 14 Assigned Readings	Promotional Planning Report due Sun., Feb. 19 Individual Application Portfolio Activity
7 Feb. 20 - 26	Reading Break No classes		
8 Feb. 27 – Mar. 5	How Media Works	Carney Ch. 2 and 5	Writing for Media Assignment due Sun., Mar. 5 Individual Application Portfolio Activity

9 Mar. 6 – Mar. 12	Traditional Media	Carney Ch. 4 Assigned Readings	Media Literacy Assignment due Sun., Mar. 12 Discussion Assignment: Media Literacy Part Two due to the Discussion board by Sun., Mar. 12 Individual Application Portfolio Activity
10 Mar. 13 – Mar. 19	Digital Media	OER Ch. 11 Assigned readings	Individual Application Portfolio Activity
11 Mar. 20 – Mar. 26	Issues Management	Assigned readings	Individual Application Portfolio Activity
12 Mar. 27 – Apr. 2	Issues Management	Assigned readings	Individual Application Portfolio Activity
13 Apr. 3 - 9	Media Interviewing Apr. 7 – no class (College closed)	Carney Ch. 9, 11 and 12	Individual Application Portfolio Activity
14 Apr. 10 - 14	Evolving Issues Presentations Course Wrap Up	Assigned Readings	Evolving Issues Management Report due Fri., Apr. 14 Evolving Issues Presentation (One presentation per group) in class Wed., Apr. 12 and Fri., Apr. 14. (Submit slide deck to D2L by Wed., Apr. 12 at 2:30 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 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
<ul style="list-style-type: none"> • Promotion Planning assignment (Team 12.5% and Individual 12.5%) • Writing for Media assignment (Individual) • Media Literacy assignment (Individual) 	25% 15% 15%
<ul style="list-style-type: none"> • Evolving Issues Assignment (Team 12.5% and Individual 12.5%) • Individual Application Portfolio (Journal) • Discussions and Activities 	25% 10% 10%
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 policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf	100%

COURSE GUIDELINES AND EXPECTATIONS

This is an intense course. The best strategy to approach this course is for students to develop a learning plan at the beginning of the course and to stay “on top of” readings and activities. As this is an upper-level course, active participation, dialogue, full attendance, and engagement is expected.

SCHOOL OR DEPARTMENTAL INFORMATION

Late assignments are not accepted unless the student is ill or in the event of an emergency. Please discuss this with your instructor, ideally before the assignment is due. All assignments must be uploaded to the Assignments area of D2L. Do not email any assignments to your instructor.

All assignments must be set up in APA 7 format, and assignments must be saved in a doc or docx compatible format. Any third-party information included in the student’s assignment submissions must be properly credited using APA 7 formatted in-text citations and a References list.

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	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills

Support Service	Website
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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 <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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: <http://camosun.ca/services/accessible-learning/>

Academic Progress

Please visit https://www.camosun.ca/sites/default/files/2021-05/e-1.1_0.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” (<https://camosun.ca/registration-records/policies-and-procedures-students/registration-policies-students>) 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://www.camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/sexual-violence. 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 <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.

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.