

COURSE SYLLABUS



COURSE TITLE: MARK 365
CLASS SECTION: 001
TERM: WINTER 2025
COURSE CREDITS: 3
DELIVERY METHOD(S): Face-to-Face

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 365 requires mandatory attendance for the first class meeting of the 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 for Students" [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

NAME: Susan A. Halsall
EMAIL: halsalls@camosun.ca
OFFICE: CBA 235
HOURS: Tuesdays and Thursdays 10:30 to 11:30 am and 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

Students will examine the individual, social, cultural, and psychological factors that influence consumer behaviour. Students will create consumer profiles to assist in the selection of marketing strategies and tactics. Segmentation strategies, product positioning, and advertising appeals are illustrated using case studies.

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:

- Research and describe digital technologies impacting consumer behaviour.
- Describe the personal, social, and situational factors affecting consumer purchase decisions and apply this to strategic marketing planning.
- Evaluate important consumer behaviour concepts and illustrate their importance in the design and monitoring of marketing programs.
- Develop appropriate consumer profiles to assist in marketing strategic and tactical decision making in a diverse context.
- Develop an integrated framework for understanding and decision-making in the major areas.
- Provide evidence of a useable managerial understanding of consumer behaviour for the development of market strategies, segmentation and positioning in diverse context.
- Integrate relevant international and Indigenous consumer behaviour considerations.
- Conduct and coordinate research to support managerial decision making around consumer markets.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- a) Text: Szmigin I., & Piacentini, M. (2022). *Consumer Behaviour* (3rd Ed.). Oxford, UK: Oxford University Press.

Text is available from the Camosun College Bookstore.

- b) Readings assigned by instructor – available on D2L and through the Camosun College Library

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 of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
Week 1 (Jan. 7 & 9)	Course introduction Chapter 1 – A Context for Understanding Consumption	Complete the Introductions Discussion Post 1 by Thursday - see instructions in the Week 1 section of D2L
Week 2 (Jan. 14 & 16)	Chapter 1, cont'd Chapter 2 – Decision-Making and Involvement	TM Pairs and Topic choice finalized by Jan 14
Week 3 (Jan. 21 & 23)	Chapter 2, cont'd	Brand Analysis Teams finalized by Jan 21
Week 4 (Jan. 28 & 30)	Chapter 3 – Learning and Memory	
Week 5 (Feb. 4 & 6)	Chapter 4 – The Perceptual Process TM teams 1 & 2 (materials due by Feb 2)	
Week 6 (Feb. 11 & 13)	Chapter 4, cont'd Chapter 5 – Attitude Theory and Behaviour Change	

WEEK of CLASS	CLASS ACTIVITY or TOPIC	ASSIGNMENTS AND QUIZZES
	TM teams 3 & 4 (materials due by Feb 9)	
Week 7 (Feb. 18 & 20)	Family Day Feb. 17 (College closed) Reading Break Feb. 18 to 21	Brand Analysis Report Part 1 due by February 16
Week 8 (Feb. 25 & 27)	Chapter 5, cont'd TM teams 5 & 6 (materials due by Feb 23)	
Week 9 (Mar. 4 & 6)	Midterm – Chapters 1 to 5 plus ancillary materials – March 4 Chapter 6 – Personality, Self, and Motivation	
Week 10 (Mar. 11 & 13)	Chapter 6, cont'd Chapter 7 – Groups, Social Processes, and Communications TM teams 7 & 8 (materials due by Mar 9)	
Week 11 (Mar. 18 & 20)	Chapter 8 – Culture TM teams 9 & 10 (materials due by Mar 16)	
Week 12 (Mar. 25 & 27)	Chapter 9 – Patterns of Buyer Behaviour TM teams 11 & 12 (materials due by Mar 23)	
Week 13 (Apr. 1 & 3)	Chapter 10 – The Digital Consumer TM teams 13 & 14 (materials due by Mar 30)	
Week 14 (Apr. 8 & 10)	Chapter 11 – Sustainability and the Consumer Chapter 12 – Future Trends in Consumer Behaviour	Brand Analysis final report due by April 6
Exam Period April 14 to 25	Final Exam – Chapters 6 to 12 and overall course content – date TBA. April 18 – Good Friday – College Closed April 21 – Easter Monday – College Closed	

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](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
a) In-class group activities. Individually marked. Note that attendance is required for marks to be applied. Expect one for most classes, with the two lowest marks dropped.	20
b) Teachable Moments – research & teaching assignment (pairs)	20
c) Brand Analysis (Team Project) a. Part 1 (10%) b. Final Report (20%)	30
d) Exams (Test #1 – 15% and Test #2 – 15%)	30
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. https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf	TOTAL 100%

COURSE GUIDELINES & EXPECTATIONS

- All use of AI must be documented and clearly attributed. Where in doubt, make sure to check with your instructor.
- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- The evening version of this course includes two hours and fifty minutes of face-to-face instruction. In addition to attendance, students are expected to access online materials available on the course D2L site and ensure that sufficient homework (such as preparation of journals and pre-class chapter questions) is completed to make up the additional 50 minutes of day-class coverage.
- All assignments on D2L are due by **11pm** on the due date, unless otherwise indicated.
- **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, make-up activities, or make-up exams of any kind if you have missed or performed poorly on an assignment, midterm, or final exam. Exceptions may be made for documented medical reasons.

SCHOOL OR DEPARTMENTAL INFORMATION

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 (2018) 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](#)

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
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

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 [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 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.