COURSE SYLLABUS

COURSE TITLE: MARK 420 – Marketing Project Management

CLASS SECTION: 001 (Wed-Fri 8:30-10:20 am) CBA 282

TERM: WINTER 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): On campus f2f

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.

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: Anne Borrowman

EMAIL: borrowmana@camosun.ca

OFFICE: CBA 272

HOURS: Wednesday/ Friday @ 11:30 or virtually 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

Mark 420 focuses on strengthening marketing-related competencies learned throughout earlier coursework using project management practices to design and implement a service-learning project for an international not-for-profit organization.   In addition, students will develop, implement and monitor the marketing project using cross-functional thinking, teamwork, communication and cultural sensitivity.
This blended format course will involve a significant time commitment, and students are expected to approach their project with professionalism and enthusiasm.

As a marketing team you will have the opportunity to work with an international service agency and local community groups to apply project management practices to a specific client oriented marketing initiative.

> PREREQUISITE(S):
> C in BUS 220, BUS 360, and MARK 365 **and** one of C in MARK 340 and MARK 385

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

1) Demonstrate a working knowledge of the concepts, methods and execution of the marketing project using project management practices, tools and software
2) Develop problem analysis skills, abilities and capability to translate a marketing problem into a feasible research/ analysis project.
3) Integrate marketing concepts and practices achieved in other courses with marketing challenges experienced in international not-for-profit organizations.
4) Implement a process to ensure effective communication and consultation is undertaken with the client organization to generate ongoing support for the project objectives.
5) Report and present project findings to not-for-profit organization.
6) Develop effective management, interaction, teamwork, and professionalism skills.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- K. Heldman (2018) Project Management Jumpstart, 4 edition, Indianapolis, IN, Wiley Publishing, Inc.
- Project Management Software

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/ DATE		ACTIVITY or TOPIC	ASSIGNMENT
WEEK 1	Jan 11	Course introduction Chpt. 1 – Building the Foundation	Research the client organization and initiatives PM Skills Quiz Due D2L by Sun Jan. 15 @ 11 pm
	Jan 13	Chpt. 2 – Developing PM Skills PM Guest Speaker – Victor H. Igiri	
WEEK 2	Jan 18	Meet the Client/ Project Opportunity – ICO Dawn Robson Chpt. 3 – Initiating the Project	
	Jan 20	Project Teams formed/ Assign PM *Bring copy of your PM Skills results* Guest Speaker – Audrey Wilson (Mark 420 Grad)	
WEEK 3	Jan 25	FunctionFox Software Orientation – Kent Hailey Construct PM framework, timing, and action plan in FF Chpt. 4 - Defining the Project	CHECK-IN WITH INITIATIVE LEAD THIS WEEK
	Jan 27	Chpt. 5 – Breaking Down Project Activities Workout on FF framework	

WEEK 4	Feb 1	Chpt. 6 - Planning and Acquiring Resources	**Project Proposal & Team Contract** **Due D2L Sun. Feb 5 @ 11 pm**
	Feb 3	Service-Learning and your project Intercultural Awareness – Guest Speaker Review Project Charter/Planning Assignment	
WEEK 5	Feb 8	IN CLASS QUIZ #1 – Chapters 1-6	**CHECK-IN WITH INITIATIVE LEAD THIS WEEK** **Individual Market Research Report** **Due D2L Sun Feb 12 @ 11 pm** Project Proposal approved by client/ instructor
	Feb 10	Chpt. 7 – Assessing Risk Chpt. 8 – Developing the Project Schedule **Apply concepts to software project planning**	
WEEK 6	Feb 15	Chpt. 9 – Budgeting 101 Guest Speaker Fundraising/Sponsorship Management	**Project Charter/Planning Report** **Due D2L Sun Feb 19 @ 11 pm**
	Feb 17	**Team / Instructor Check-in - Project Charter**	
WEEK 7	Feb 20-24	FAMILY DAY/ READING BREAK. 😊	
WEEK 8	Mar 1	Chpt. 10 – Executing the Project	**CHECK-IN WITH INITIATIVE LEAD THIS WEEK**
	Mar 3	**Team / Instructor Check-in – FF Entries Tasks**	
WEEK 9	Mar 8	Chpt. 11 – Controlling the Project Outcome	**Mid-Term Status Report** **Due D2L Sun. Mar 12 @ 11 pm**
	Mar 10	PM Management - Teams work on Mid-term Status Report	
WEEK 10	Mar 15	Team/ Instructor meetings	**CHECK-IN WITH INITIATIVE LEAD THIS WEEK** Present all tasks for FIELD PRACTICE
	Mar 17	PM Management - Teams work on project	
WEEK 11	Mar 22	Teams finalize event logistics and content	Teams' check-in with client and work on Event logistics
	Mar 24	**Team/ Instructor Mandatory meeting**	
WEEK 12	Mar 29	ICO Showcase	
	Mar 31	Event Debrief with class Chpt. 12 – Closing the Books	
WEEK 13	Apr 5	QUIZ #2 – Chapters 7-12	
	Apr 7	GOOD FRIDAY – NO CLASSES	
WEEK 14	Apr 12	Project Close PPT Presentations Celebrate!	
	Apr 14	Final Project Report and PPT due D2L Apr 14 @ 11 pm	Ind. Reflection of Learning Due D2L Friday, April 14 @ 11 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. http://camosun.ca/services/accessible-learning/exams.html

This course is taught in a blended format where class lectures, lab, online and field-class practice are combined to maximize project management effectiveness. There will be initial formal class meetings, to set the projects in motion and outline the project management process. Most of the class time will be spent on directing the marketing project. Students will share their experiences, challenges and recommendations. Presentations will be a part of the process. The instructor will facilitate and direct discussion, and will provide feedback and direction and make available resource materials for student use.

A final course grade will be determined based on the following:

	Individual Value	Team Value
Team Project:		
Project Proposal and Team Charter		10%
Project Charter/ Planning Report	10%	5%
Mid-term Status Report	5%	5%
Final Status Report	10%	5%
Presentation	5%	5%
Total Team Project Marks	**30%**	**30%**
Individual Assignments:		
PM Quiz	Required	
Market Research Report	15%	
Reflection of Learning	10%	
Quizzes (2)	15%	
Total Individual Marks	**40%**	

Individual Assignments: 40% Focus: *Learning Outcomes One, Two, Three and Four*
Team Project: 60% (30% plus 30% from individual grade portion) Focus: *Learning Outcomes One to Six*

Grading System. Standard grading system (GPA). See Camosun College (2007) Grading from:
http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf.

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

COURSE GUIDELINES & EXPECATIONS
As outlined in class discussions and assignment instructions

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/apa.
- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards 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 Student Conduct Policy. See Camosun College (2021) Academic Integrity Policy

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

Deadlines and exams. You must submit your assignments on 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 results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.

Tests and Final Exams: Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. <u>Holidays or scheduled flights are not considered emergencies.</u> The student may be required to provide verification of the emergency circumstance.

Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Notes from RNs, chiropractors, massage therapists, etc., will not be accepted. Electronic notes will not be accepted. Medical documentation must be received no later than 1 week after your absence.

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
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss

Support Service	Website
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 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 Integrity

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/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 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" (http://camosun.ca/learn/calendar/current/procedures.html) 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://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/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 250-3703841

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.

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.