

# COURSE SYLLABUS



COURSE TITLE: MARK 420 – Marketing Project Management

CLASS SECTION: 001

TERM: FALL 2023

COURSE CREDITS: 3.0

DELIVERY METHOD(S): Face to Face – Tuesdays & Thursdays – 8:30am-10:20am

CBA 277/CBA 282

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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](#).

## INSTRUCTOR DETAILS

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NAME: Brian Feltham

EMAIL: felthamb@camosun.ca

OFFICE: CBA 227

HOURS: As posted on the office door

*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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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.

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

**PREREQUISITE(S):** ALL OF – C in ACCT 207, C in MARK 110, and a C in two MARK 300 level courses

Or

Bachelor Degree from a recognized Post-Secondary Institution, and one of

- C in MARK 220
- C in MARK 233

## COURSE LEARNING OUTCOMES / OBJECTIVES

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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

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- K. Heldman (2018) Project Management Jumpstart, 4 edition, Indianapolis, IN, Wiley Publishing, Inc.
- Project Management Software – Function Fox – provided FREE

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## 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.

WEEK	Topics/ Readings	Text	Discussion/ Activities	Assignment/ Due Dates
Week 1	Sept.3 Introduction/Course Outline, discussion of course details		<b>Talk about the history of MARK 420 and past project history. Introduce Shelter Box</b>	
	Sept. 5 <i>Building the Foundation</i>	Ch 1		<b>Research the client (Shelter Box) Look at two international projects.</b>  <b>PM Skills Quiz is due to D2L Assignment Dropbox by Sunday, Sept 8<sup>th</sup> at 11:59pm</b>
Week 2	Sept. 10 <i>Developing PM Skills</i>  <b>Client Introduction and project opportunity</b>	Ch 2	Service-learning/ Situation Analysis of Shelter Box	
	Sept. 12		<b>Meet the Client – Vicki Raw w/Hope International PM Teams assigned.</b>	
Week 3	Sept. 17 <i>Planning and Acquiring Resources</i>	Ch 6	<b>Guest Speaker – Representative from Function Fox (Timefox Orientation and set up)</b>	
	Sept. 19 <i>Initiating the Project</i> <b>FIELD PRACTICE – Coordinate and work on Project Marketing strategies</b>	Ch. 3	<i>Brainstorm potential sponsors/ suppliers and pre-event fundraising</i>	<b>Team Research Report – D2L Dropbox Sept. 22 @ 11:59 PM</b>
Week 4	Sept. 24 <i>Defining the Project</i>	Ch 4	<b>Former Mark 420 student/PM – Guest Speaker</b>	
	Sept. 26 <b>FIELD PRACTICE</b>			<b>Project Proposal Due to D2L Dropbox Sun. Sept 29 @ 11:59 PM</b>
Week 5	Oct. 1 <i>Breaking Down Project Activities</i>	Ch. 5		<b>Project Proposals approved by instructor and Shelter Box by Sunday, Oct 6<sup>th</sup> @ 11:59PM</b>
	Oct. 3 <b>Review Project Charter Planning Assignment</b>  <b>Preview Individual Reflection of Learning Assignment</b>			

Week 6	Oct. 8	FIELD PRACTICE (Individual or Team Time)			
	Oct. 10	QUIZ #1 – Chapters 1-6 (in class)			
Week 7	Oct. 15	Assessing Risk	Ch 7		Project Charter & Planning Assignment Due Sun. Oct. 20 at 11:59pm to D2L Dropbox.
	Oct. 17	Developing the Project Schedule	Ch 8		
Week 8 Mar 11	Oct. 22	Budgeting 101	Ch 9		
	Oct. 24	FIELD PRACTICE – Team Time			Mandatory Instructor/ Project Team check-in (during class time)
Week 9	Oct. 29	Executing the Project	Ch. 10		
	Oct. 30	PROJECT MANAGERS meet with project clients (virtually) FIELD PRACTICE - Coordinate and work on Project logistics			Mid-Term Status Report due Sun. Nov. 3 @ 11:59 pm
Week 10	Nov. 5	Controlling the Project Outcomes	Ch. 11		
	Nov. 7	FIELD PRACTICE			
Week 11	Nov. 12 & 14	FINAL FIELD PRACTICE WEEK. Project Teams will be assigned their date and time.			
Week 12	Nov. 19	BIG WEEK!!!!!!			
	Nov. 21	Project Execution Week <ul style="list-style-type: none"> <li>NOTE – Each team is doing their experiential marketing event on a set day and time during the week.</li> </ul>			

Week 13	Nov. 26	<ul style="list-style-type: none"> <li>• <i>Closing the Books – Ch. 12</i></li> <li>• Final Guest Speaker</li> </ul>	
	Nov 28	<b>Quiz #2 Chapters 7-12</b> (in class time)	
Week 14	Dec. 3	<b>Work on presentation and final report</b>	
	Dec. 5	<b>PPT Presentation (in class) / Individual Contributions Due D2L by Dec. 8 @ 11:59 pm</b>	<b>Final Report Due Sunday, December 8<sup>th</sup> @ 11:59pm</b>  <b>Individual Reflection of Learning Due Wednesday, Dec. 11 @ 11:59 pm</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 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

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

	Individual Value	Team Value
<b>Team Project:</b>		
Project Proposal		Required
Project Charter/ Planning Report	5%	5%
Mid-term Status Report	5%	5%
Final Status Report	10%	10%
Presentation	NA	10%
<b>Total Team Project Marks</b>	<b>20%</b>	<b>30%</b>
<b>Individual Assignments:</b>		
PM Quiz	Required	
TEAM - Individual Written Assignment	10%	
Final Reflection of Learning (1)	15%	
Quizzes (2)	20%	
Class Participation/Activities	5%	
<b>Total Individual Marks</b>	<b>50%</b>	

**Individual Assignments: (50%)** Focus: *Learning Outcomes One, Two, Three and Four*

**Team Project: (50% with 20% toward individual grade)** Focus: *Learning Outcomes One to Six*

## COURSE GUIDELINES & EXPECTATIONS

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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.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### ASSIGNMENTS & EXAMS

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 Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

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.

## 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 [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](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.