

# COURSE SYLLABUS



COURSE TITLE: MARK 420 – Marketing Project Management

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3.0

DELIVERY METHOD(S): Face to Face – Tuesdays & Thursdays – 10:30am-12:20pm

CBA 277/CBA 282

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](#).

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## INSTRUCTOR DETAILS

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.*

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## CALENDAR DESCRIPTION

Students will study and apply project management principles and practices in a marketing context to design and implement a service-learning project for an international not-for-profit organization. Students will develop, implement and monitor the marketing project using cross-functional thinking, teamwork, communication and cultural awareness.

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:

- Develop problem analysis skills, abilities and capability to translate a marketing problem into a feasible research/analysis project.
- Integrate marketing concepts and business practices studied in pre-requisite courses to address marketing challenges experienced in international not-for-profit organizations.
- Demonstrate a working knowledge of the concepts, methods and execution of the marketing project using project management software.
- Implement a process to ensure effective, culturally aware communication and consultation is undertaken within the organization to generate ongoing support for project objectives.
- Report and present project findings to not-for-profit organization.
- 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 (see next page):

| WEEK   |        | Topics/ Readings   | Text  | Discussion/ Activities  | Assignment/ Due Dates   |
|--------|--------|--|-------|---|---|
| Week 1 | Jan 7  | Introduction/Course Outline, discussion of course details  |       | <i>Talk about the history of MARK 420 and past project history. Introduce Shelter Box</i> |   |
|        | Jan 9  | <i>Building the Foundation</i>   | Ch 1  |   | Research the client (Shelter Box) Look at two international projects.<br><br>PM Skills Quiz is due to D2L Assignment Dropbox by Sunday, Jan 12 <sup>th</sup> at 11:59pm |
| Week 2 | Jan 14 | <i>Developing PM Skills</i><br><br><i>Client Introduction and project opportunity</i>                        | Ch 2  | Service-learning/ Situation Analysis of Shelter Box                                       |   |
|        | Jan 16 |  |       | <i>Meet the Client – Ally Buck w/ ShelterBox</i><br><br><i>PM Teams assigned.</i>         |   |
| Week 3 | Jan 21 | <i>Planning and Acquiring Resources</i>  | Ch 6  | Guest Speaker – Representative from Function Fox (Timefox Orientation and set up)         |   |
|        | Jan 23 | <i>Initiating the Project</i><br><i>FIELD PRACTICE – Coordinate and work on Project Marketing strategies</i> | Ch. 3 | <i>Brainstorm potential sponsors/ suppliers and pre-event fundraising</i>                 | ShelterBox Research Report – D2L Dropbox Jan 26th @ 11:59 PM  |
| Week 4 | Jan 28 | <i>Defining the Project</i>  | Ch 4  |   |   |
|        | Jan 30 | FIELD PRACTICE   |       | <i>Brainstorm potential ideas</i>   | Project Proposal Due to D2L Dropbox Sun. Feb 2nd @ 11:59 PM   |
| Week 5 | Feb 4  | <i>Breaking Down Project Activities</i>  | Ch. 5 |   | Project Proposals approved by instructor and Shelter Box by Sunday, Feb 9 <sup>th</sup> @ 11:59PM   |
|        | Feb 6  | Review Project Charter Planning Assignment<br><br>Preview Individual Reflection of Learning Assignment       |       |   |   |

|         |        |  |   |  |
|---------|--------|--|---|--|
| Week 6  | Feb 11 | QUIZ #1 – Chapters 1-6 (in class)  |   |  |
|         | Feb 13 | FIELD PRACTICE (Team Time)   | Project Charter & Planning Assignment Due Sun. Feb 16 <sup>th</sup> 11:59pm to D2L Dropbox. |  |
| Week 7  | Feb 18 | No Class   |   |  |
|         | Feb 20 | No Class   |   |  |
| Week 8  | Feb 25 | Assessing Risk & Developing a Project Schedule   | Ch 7 & 8  |  |
|         | Feb 27 | Budgeting 101  | Ch 9  |  |
| Week 9  | Mar 4  | Executing the Project  | Ch. 10  |  |
|         | Mar 6  | PROJECT MANAGERS meet with project clients (virtually)<br>FIELD PRACTICE - Coordinate and work on Project logistics  |   | Mid-Term Status Report due Sun. Mar 9th @ 11:59 pm |
| Week 10 | Mar 11 | Controlling the Project Outcomes   | Ch. 11  |  |
|         | Mar 13 | FIELD PRACTICE   |   |  |
| Week 11 | Mar 18 | FINAL FIELD PRACTICE WEEK. Project Teams will be assigned their date and time.   |   |  |
| Week 12 | Mar 25 | BIG WEEK!!!!!!   |   |  |
|         | Mar 28 | 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 | Apr 1  | <ul style="list-style-type: none"> <li>• <i>Closing the Books</i> – <b>Ch. 12</b></li> <li>• Final Guest Speaker</li> </ul> |   |
|         | Apr 3  | <b>Quiz #2 Chapters 7-12</b><br>(in class time)   |   |
| Week 14 | Apr 8  | <b>Work on presentation and final report</b>  |   |
|         | Apr 10 | <b>PPT Presentation (in class)</b>  | <b>Final Report Due Sunday, Apr 13 @ 11:59pm</b><br><br><b>Individual Reflection of Learning Due Wednesday, Apr 16 @ 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 | 15%              |            |
| Final Reflection of Learning (1)     | 10%              |            |
| 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.