

COURSE SYLLABUS



COURSE TITLE: MARK 420 – Marketing Project Management

CLASS SECTION: 001 (Mon. & Wed. 12:30 - 2:20)

TERM: FALL 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): Synchronous face to face delivery

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](#).

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link: <http://camosun.ca/covid19/faq/covid-fags-students.html>.

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: Troy Dunning

EMAIL: dunning@camosun.bc.ca

OFFICE: CBA 229

HOURS: Monday & Wednesday – 11:30-12:20 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

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 initiative.

PREREQUISITE(S): * C in BUS 220, BUS 360, and MARK 365

- And one of C in MARK 340 and MARK 385

COURSE LEARNING OUTCOMES / OBJECTIVES

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 or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Wk. 1 – Sept. 5-9	NOTE – No Class Sept. 5 – Labor Day History of MARK 420 and its past clients. Preview ICO Chpt. 1 – Building the Foundation	Project Management Skills Quiz Due Mon. Sept. 12 to D2L Dropbox
Wk. 2 – Sept. 12-16	Chpt. 2 – Developing PM Skills Managing Events through Project Management Assigning your PM Team and ICO client introduction	Bring copy of your PM Skills overview to Week. 2 (Weds.)
Wk. 3 – Sept. 19-23	Chpt. 6 - Planning and Acquiring Resources Chpt. 3 – Initiating the Project	Ind. Market Research Report Due – Sun Sept. 25 to D2L Dropbox
Wk. 4 – Sept. 27-Oct. 1	Chpt. 4 – Defining the Project Review Project and Action item spreadsheet design NOTE – College Closed Sept. 30 – Truth & Reconciliation Day	Project Proposal Due Sun. Oct. 2 to D2L Dropbox
Wk. 5 – Oct. 3-7	Chpt. 5 – Breaking Down Project Activities Preview Reflection of Learning 1 Review Project Charter/Planning Assignment	

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
Wk. 6 – Oct. 10-14	NOTE – No Class Oct. 10 – Thanksgiving QUIZ #1 – Chapters 1-6 (In-class Wednesday Oct. 12)	Ind. Reflection of Learning #1 Due Fri. Oct. 14
Wk. 7 – Oct. 17-21	Chpt. 7 – Assessing Risk Chpt. 8 – Developing the Project Schedule	Project Charter/Planning Due Sun. Oct. 23 to D2L Dropbox
Wk. 8 – Oct. 24-28	Chpt. 9 – Budgeting 101 Fundraising/Sponsorship Management Field Practice	Mandatory Project Team/ ICO client check-in
Wk. 9 – Oct. 31 – Nov. 4	Chpt. 10 – Executing the Project Field Practice	Mid-Term Status Report Due Sun. Nov. 6
Wk. 10 – Nov. 7-11	Chpt. 11 – Controlling the Project Outcome PM's meet with instructor meetings NOTE – College Closed Nov. 11 – Remembrance Day	
Wk. 11 – Nov. 14-18	Field Practice Week	
Wk. 12 – Nov. 21-25	Project Execution Week (each team is presenting each weekday) Daily Atrium set up with donations	
Wk. 13 – Nov. 28-Dec. 2	Chpt. 12 – Closing the Books Work on Team Project Close Report & Presentation	
Wk. 14 – Dec. 6-10	QUIZ #2 – Chapters 7-12 (In-class Monday Dec. 5) Project Close PPT presentations	Ind. Reflection of Learning #2 Due Wed. Dec. 14th @ 5:00 pm.
EXAM WEEK	NOTE – No Final Exam in this course	

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). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

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		Required
Project Charter/ Planning Report	5%	5%
Mid-term Status Report	5%	10%
Final Status Report	5%	10%
Presentation		5%
Total Team Project Marks	15%	30%
Individual Assignments:		
PM Quiz	Required	
Individual Research Assignment	10%	
Reflection of Learning (two @5% each)	10%	
Quizzes (2)	20%	
In-class Guest Speaker worksheets (three @ 5% each)	15%	
Total Individual Marks	55%	

Individual Assignments: (55%) Focus: *Learning Outcomes One, Two, Three and Four*

Team Project: 45% (30% plus 15% from individual grade) Focus: *Learning Outcomes One to Six*

COURSE GUIDELINES & EXPECTATIONS

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 (2003) Student Conduct Policy from: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf>.

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.

Students registered through the [Centre for Accessible Learning \(CfAL\)](#) should discuss timelines with their instructors at the beginning of each semester.

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.

Academic Progress: Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress Policy from:

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

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. **Holidays or scheduled flights are not considered emergencies.** The student may be required to provide verification of the emergency circumstance. See Camosun College (2018) Final Examinations from:

<http://camosun.ca/learn/calendar/current/procedures.html#academic>

SCHOOL OR DEPARTMENTAL INFORMATION

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of these guidelines is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

See Camosun College (2008) Plagiarism: Definition and Consequences from:

<http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.1.pdf>.

As well as Camosun College School of Business (2016) Academic Honesty Guidelines from:

<http://camosun.ca/learn/school/business/current-students/documents/Academic-Honesty-Guidelines.pdf>.

Acts of academic dishonesty include, but are not limited to:

- Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- Duplicating a table, graph, or diagram, in whole or in part, without referencing the source
- Paraphrasing the ideas, of another person, whether written or verbal, without referencing the source.
- Providing answers to another student in any test, examination, or take-home assignment.
- Taking any unauthorized materials into an examination or test.
- Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.

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

Recommended Materials/Resources to Assist Students to Succeed Throughout the Course

- See Camosun College (2018) Camosun Student Success Centre Learning Skills tab from: <http://camosun.ca/services/writing-centre/learning-skills.html> and Learning Skills Guide (2016) from: http://camosun.ca.libguides.com/CSSCHome/Images_HOME?preview=8c8156761f510434e998e6240e396088.
- See Camosun College (2018) The Writing Centres Tools and Resources tab from: <http://camosun.ca/services/writing-centre/resources.html>
- See Ackley (2018) APA Workbook from <http://camosun.ca/services/writing-centre/documents/APA-workbook.pdf> and Camosun College (2018) APA Citation Style (6th edition): Business Resources from: <http://camosun.ca.libguides.com/apa>
- See SFU (2016) Assignment Calculator from: <https://www.lib.sfu.ca/about/branches-depts/slc/learning/calculator>.
- See Purdue (2018) Online Writing Lab from: <https://owl.english.purdue.edu/>.

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 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.

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

Employment Opportunities. Job positions for Co-op work terms, non-Co-op work terms, and full-time employment are posted on Camosun's employment website. See Camosun College (2018) Co-op and Career Portal from: <https://educationthatworks.camosun.ca/home.htm>