

COURSE SYLLABUS



COURSE TITLE: MARK 420 – Marketing Project Management

CLASS SECTION: 001

TERM: WINTER 2024

COURSE CREDITS: 3.0

DELIVERY METHOD(S): Face to Face – Tuesday & Thursdays – 2:30-4:20

CBA 277

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən 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: Troy Dunning

EMAIL: dunning@camosun.ca

OFFICE: CBA 229

HOURS: Mondays 10:00-12:00 or 1:00-2:00 on class days

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.

As a marketing project team you will have the opportunity to work with an international development service agency 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](#)

CO-REQUISITE(S):

EQUIVALENCIES:

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 – Function Fox – provided FREE.

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.

MARK 420 COURSE SCHEDULE WINTER 2024

This course information and schedule is subject to change (consistent with College policy) with notice to the students.

COURSE WEEKS ARE MONDAY TO SUNDAY

WEEK	Topics/ Readings	Text	Discussion/ Activities	Assignment/ Due Dates
Week 1	Jan. 9 Introduction/Course Outline, Introduction and discussion of team project and additional course details.		<i>Talk about the history of MARK 420 and past project history. Introduce Hope International.</i>	
	Jan. 11 <i>Building the Foundation</i>	Ch 1		Review the project client (HOPE INTERNATIONAL) Look at its Move for H2O community initiative. PM Skills Quiz is due to D2L Assignment Dropbox by Sun. Jan. 14th.
Week 2	Jan. 16 <i>Developing PM Skills</i> <i>Client Introduction and project opportunity</i>	Ch 2	Service-learning/ Situation Analysis of Hope International and its regions it serves.	
	Jan. 18		<i>Meet the Client – Hope International and Taylor Kelly</i> PM Teams assigned.	
Week 3	Jan. 23 <i>Planning and Acquiring Resources</i>	Ch 6	Guest Speaker – Representative from Function Fox (Timefox Orientation and set up)	
	Jan. 25 <i>Initiating the Project</i> FIELD PRACTICE – Coordinate and work on Project Marketing strategies	Ch. 3	<i>Brainstorm potential sponsors/ suppliers and pre- event fundraising</i>	Team Research Report – D2L Dropbox Jan. 28th @ 11:59 PM
Week 4	Jan. 30 <i>Defining the Project</i>	Ch 4	Former Mark 420 student/PM – Guest Speaker #1	
	Feb. 1 FIELD PRACTICE			Project Proposal Due to D2L Dropbox Fri. Feb 2. @ 11:59 PM
Week 5	Feb. 6 <i>Breaking Down Project Activities</i>	Ch. 5		Project Proposals approved by instructor and Hope International client.
	Feb. 7 Review Project Charter Planning Assignment Preview Individual Reflection of Learning Assignment			
Week 6	Feb. 13 FIELD PRACTICE (Individual or Team Time)			

	Feb. 15	QUIZ #1 – Chapters 1-6 (in class) D2L based quiz.			
Week 7	Feb. 19-23	Family Day Holiday & Reading Week <i>(No classes this week)</i>			Project Charter & Planning Assignment Due Sun. Feb. 25th to D2L Dropbox.
Week 8	Feb. 27	Assessing Risk – Ch. 7	Ch. 7		
	Feb. 29	Developing the Project Schedule – Guest Speaker #2	Ch. 8		
	Feb. 29	Budgeting 101 Guest Speaker #2	Ch. 9		Mandatory Instructor/ Project Team check-in (during class time)
Week 9	Mar. 5	Executing the Project – Ch. 10			
	Mar. 7	PROJECT MANAGERS meet with project clients (virtually) FIELD PRACTICE - Coordinate and work on Project logistics			Mid-Term Status Report due Sun. Mar. 10th @ 11:59 pm
Week 10	Mar. 12	Controlling the Project Outcomes	Ch. 11		
	Mar. 13	FIELD PRACTICE			
Week 11	Mar. 14 & 15	FINAL FIELD PRACTICE WEEK. Project Teams will be assigned their PISE track location .			
Week 12	Mar. 26	Project Execution Week – No set classes <ul style="list-style-type: none"> NOTE – Project Event date and time – TBD. Each project team member will be responsible to securing pledge donations for the Hope International walk plus accepting donations at your project display. 			
	Mar. 28				
Week 13	Apr. 2	<ul style="list-style-type: none"> Closing the Books – Ch. 12 Work on Team Project Close Report and Presentation 			
	Apr. 4	Guest Speaker #3			
Week 14	Apr. 9	Quiz #2 Chapters 7-12 (in class time)			
	Apr. 11	Project Close Report/ PPT Presentation (in class) / Individual Contributions Due D2L by April 11 @ 11:59 pm			Individual Reflection of Learning Due Wednesday, April 17 @ 11:59 pm to D2L Dropbox

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

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%	5%
Final Status Report	10%	10%
Presentation	NA	10%
Total Team Project Marks	20%	30%
Individual Assignments:		
PM Quiz	Required	
TEAM - Individual Written Assignment	5%	
Final Reflection of Learning (1)	10%	
Quizzes (2)	20%	
In-class Activities (3)	15%	
Total Individual Marks	50%	

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

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>

7. 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

SCHOOL OR DEPARTMENTAL INFORMATION

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

Support Service	Website
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

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:

<https://camosun.ca/services/academic-supports/accessible-learning>

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 [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <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.