

# COURSE SYLLABUS



COURSE TITLE: Mark 440

CLASS SECTION: D01

TERM: Winter 23

COURSE CREDITS: 3

DELIVERY METHOD(S): D2I

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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*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

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NAME: Michelle Clément

EMAIL: [clement@camosun.bc.ca](mailto:clement@camosun.bc.ca)

OFFICE: CBA 274

HOURS: By Appointment

**Class:** MARK 440 is a 4 hour/week class but done asynchronously (on your own time without set class times). Expect to spend *at least* 4 hours a week working on the material as there is something due EVERY week.

*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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The purpose of this course is to provide skills necessary for business students to recognize and use digital technologies for a strategic competitive advantage. Topics taught include the concepts of building an online presence and the tools required to integrate digital technologies within an organization's marketing mix. This is NOT a course in building Web pages - that skill is assumed. In addition, the students should have a thorough grounding in common business computer skills.

PREREQUISITE(S): C in MARK 220

## COURSE LEARNING OUTCOMES / OBJECTIVES

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After completion of Marketing 440, successful students will be able to:

1. Demonstrate a strategic understanding of E-commerce and digital-Marketing within the overall marketing mix of a company.
2. Demonstrate and apply an understanding of the different elements of digital Marketing.
3. Demonstrate the ability to undertake a strategic audit for a business web presence.
4. Demonstrate the ability to prepare a marketing plan for an Internet business.

5. Demonstrate the ability to function as a productive member of a team.
6. Apply a practical framework to integrate digital technologies for a business.
7. Provide evidence of a useable managerial understanding of digital technologies for the development of market strategies in a diverse context.

#### REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Larsen, A. & Draper, S. (2022). Digital Marketing Essentials. Stukent. Edify Publishing.  
<https://home.stukent.com/join/BE0-779>

#### 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 RANGE	TOPIC & Readings	Assignments Due Sunday midnights
1-January 9-15	Introduction Ch. 1 & D2l reading	Week 1 Practice Discussion & Chapter 1 practice Quiz
2- January 16-22	Web Design Ch 2 & Blogging <i>Optional Collaborate session-course overview and Q &amp; A Monday,, January 16<sup>th</sup> 8:30am</i>	Blog Overview Discussion 1 (see dates on D2l) Ch 2 AND Expert Session Quiz
3-January 23-29	Ch 3 Analytics & D2l reading	Blog Post Ch 3 AND Expert Session Quiz
4-January 30-Feb 5	Ch 4 SEO 1 & D2l reading	Discussion 2 (see dates on D2l) Ch 4 Expert Session George Do Part 1 AND Part 2 Quiz
5-February 6-12	Ch 5 SEO 2 & D2l reading	Blog Post 2 due Sunday midnight Ch 5 AND Expert session Quiz
6-February 13-19	Ch 6 Paid search & D2l reading	Discussion 3 (see dates on D2l) Ch 6 AND Expert Session
7-Feb 20-26	<i>Reading Break</i>	
8-Feb 27-March 5	Ch 7 Display ad & D2l reading	Google Analytics Certification Ch 7 AND Expert session Quiz
9- March 6-12	Ch 8 Email & D2l reading	Blog Post 3 due Sunday midnight Ch 8 & Expert session Quiz

WEEK /DATE RANGE	TOPIC & Readings	Assignments Due Sunday midnights
10-March 13-19	Ch 9 Social Media 1 & D21 reading	Discussion 4 (see dates on D21) Ch 9 & Expert session Quiz
11-March 20-26	Ch 10 Social Media 2 & D21 reading	Blog Post 4 due Sunday midnight Ch 10 & Expert session Quiz
12-March 27-April 2	Ch 11 Reputation Management & D21 reading Sustainability (D21 reading)	Case study analysis due Sunday midnight Ch 11 Quiz
13-April 3-9	Ch 12 Mobile & D21 reading	Blog Post 5 due Sunday midnight Ch 12 Quiz
14-April 10-16	Ch 13 Strategy & D21 reading	Blog Review due Sunday midnight Hootsuite & Hubspot certifications Ch 13 Quiz

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

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Blog (Learning outcomes 1,2,5,6, & 7)	41%
Case study- (learning outcomes 3,4,6, &7)	10%
Digital Marketing certifications (learning outcomes 1,3,4, & 7)	15%
Discussions (4) (learning outcomes 1-7)	17%
Chapter quizzes (Learning outcomes 1,2,6 &7)	17%
	<b>TOTAL</b>
	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

*No late submissions will be accepted except with documented medical or family emergencies. It is the student's responsibility to ensure adequate access and time to upload electronic submissions.*

**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/apa7>.

- ❑ Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- ❑ In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- ❑ Grammar, spelling, style and APA formatting, citations and referencing 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.

- a. **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.
- b. Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c. 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. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

- d. **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>.

## 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 <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>

Support Service	Website
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</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.

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## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### 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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.