

# COURSE SYLLABUS



COURSE TITLE: MARK 485 (Current Trends in Marketing)

CLASS SECTION: 001

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture and Seminar, Face-to-Face

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](#).

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## INSTRUCTOR DETAILS

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NAME: Melissa McLean, MEd, MBA

EMAIL: [mcleanm@camosun.ca](mailto:mcleanm@camosun.ca)

OFFICE: CBA 231-C

HOURS: As posted in D2L, and by appointment (in-person or virtual meetings)

*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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Students will explore, in depth, how a specified current issue or issues in society influence, and are in turn influenced by, marketing. Exemplar topics may include culture and marketing; health and marketing; technological or regulatory developments and marketing; or other emerging social influences. The aim of the course is to support the development of students as autonomous learners and independent thinkers who can anticipate the linkage and potential impact of current and emerging trends on marketing and marketers.

### PREREQUISITE(S):

All of:

- C in [MARK 210](#)
- C in any two MARK 300 level courses

Or

All of:

- Bachelor degree from a recognized post-secondary institution

And one of:

- C in [MARK 220](#)
- C in [MARK 233](#)

CO-REQUISITE(S): None EQUIVALENCIES: None

## COURSE LEARNING OUTCOMES / OBJECTIVES

By the end of this course, students will be able to:

- Assess the impact of a new theory, technology, regulation, practice, or social development on the discipline of marketing.
- Describe the influence of complex contemporary issues relating to marketing.
- Apply theories and concepts from differing fields to anticipate the potential effects of a particular marketing stance on a particular issue.
- Be able to present persuasively and debate verbally and in writing.

## REQUIRED MATERIALS and RECOMMENDED PREPARATION / INFORMATION

Kotler, P. Kartajaya, H. and Setiawan, I. (2023.) *Marketing 6.0. The future is immersive* (1st. ed.). Wiley Publishers.

Pre-class readings as assigned in D2L under Content / Weeks One to Thirteen and any additional readings assigned by the instructor.

## 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.

**Please note: Unless otherwise stated, assignments are due to the MARK 485 D2L drop box by 11:59 pm.**

WEEK	TOPIC	PRE-READINGS	DUE DATES
1 Jan. 8 - 14	Course introduction Artificial Intelligence (AI)		Review course syllabus and D2L website
2 Jan. 15 - 21	AI and Society: Framing the Issue	Pre-reading for class session: complete by Wed., Jan 17 before class starts	<b>Class Teaching Session Assignment</b> and <b>Final Project Teams</b> formed this week
3 Jan. 22 - 28	AI: Identifying and building on assumptions AI and Society: Reframing the Issue		<b>Team Charter</b> due Wed., Jan. 24 in <b>hard copy</b> at the start of class
4 Jan. 29 – Feb. 4	AI and Society: Environmental Scan	Pre-reading One: complete by Mon., Jan. 29 before class starts	<b>Pre-reading One Submission</b> due Mon., Jan. 29 at 12:30 pm <b>Written Reflection Assignment One</b> due Sun., Feb. 4
5 Feb. 5 - 11	AI: Stakeholder Review (Student led Session One)	Pre-reading Two: complete by Wed., Feb. 7 before class starts	<b>Pre-reading Two Submission</b> due Wed., Feb. 7 at 12:30 pm

WEEK	TOPIC	PRE-READINGS	DUE DATES
6 Feb. 12 - 18	AI: The Business Perspective  AI and Marketing 6.0 (Student Led Session Two)	Pre-reading Three: complete by Mon., Feb. 12 before class starts <b>Pre-reading Four: Complete by Wed., Feb. 14</b>	<b>Pre-reading Three Submission</b> due Mon., Feb. 12 at 12:30 pm <b>Pre-reading Four Submission</b> due Wed., Feb. 14 at 12:30 pm.
7 Feb. 19 – 25	<b>Reading Break: No classes</b>		
8 Feb. 26 – Mar. 3	AI and Marketing Strategy (Student Led Session Three)	Pre-reading Five: Complete by Wed., Feb 28 before class starts	<b>Pre-reading Five Submission</b> due Wed., Feb. 28 at 12:30 pm <b>Written Reflection Assignment Two</b> due Sun., Mar. 3
9 Mar. 4 - 10	AI and Ethics (Student Led Session Four)	Pre-reading Six: Complete by Wed., Mar. 6 before class starts	<b>Pre-reading Six Submission</b> due Wed., Mar. 6 at 12:30 pm <b>Book Review (Kotler et al, Marketing 6.0)</b> due Sun., Mar. 10
10 Mar. 11 - 17	AI and Creativity: Exploring the Intersection of AI and Art (Student Led Session Five)	Pre-reading Seven: Complete by Wed., Mar. 13 before class starts	<b>Pre-reading Seven Submission</b> due Wed., Mar. 13 at 12:30 pm
11 Mar. 18 - 24	AI and Corporate Social Responsibility: Aligning Profit and Purpose (Student Led Session Six)	Pre-reading Eight: Complete by Wed., Mar. 20 before class starts	<b>Pre-reading Eight Submission</b> due Wed., Mar. 20 at 12:30 pm
12 Mar. 25 – 31	AI and Reputation Management (Student Led Session Seven)	Pre-reading Nine: Complete by Wed., Mar. 27 before class starts	<b>Pre-reading Nine Submission</b> due Wed., Mar. 27 at 12:30 pm <b>Written Reflection Assignment Three</b> due Sun., Mar. 31
13 Apr. 1 – 7 <b>No class Mon., Apr. 1 (College closed)</b>	<b>No class on Monday (College closed)</b>  AI into the Future	Pre-reading Ten: Complete by Wed., Apr. 3 before class starts	<b>Pre-reading Ten Submission</b> due Wed., Apr. 3 <b>Final project (written report)</b> due Sun., Apr. 7 <b>Final project self and peer evaluation</b> due Thurs., Apr. 11
14 Apr. 8 - 12	Final project presentations  Course Conclusion		<b>Final project slide deck</b> posted to D2L by Wed., Apr. 10

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 advance 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

DESCRIPTION	WEIGHTING
<b>Written Reflections</b> (3 at 6% each) (Individual)	18%
<b>Team Teaching Session Assignment (Team)</b> Teaching session including lesson plan, teaching session delivery, and slide deck (Team: 12.5% / Individual: 12.5%)  Team Charter Contract (Team) - Required Individual Contribution Sheet (Team) - Required Self and Peer Evaluation (Individual) - Required	25%
<b>Book Review and Analysis</b>	7%
<b>Pre-Reading Submissions</b> Pre-reading Submissions – (10 at 1% each) (Individual)	10%
<b>Final Project and Presentation</b> (Team: 12.5% / Individual 12.5%)  Self and Peer Evaluation (Individual: 1%) Individual Contribution Sheet (Team) - Required	25%
<b>Activities and Participation</b> In-class and online activities	15%
If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">Grade Review and Appeals</a> policy for more information. <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf</a>	<b>TOTAL</b> 100%

## COURSE GUIDELINES and EXPECTATIONS

MARK 485 is an intense and highly interactive capstone course. This is an interactive lecture and seminar-focussed course where the instructor's role is focussed largely on the introduction of topics, course facilitation, coaching and mentoring. To maximize critical-thinking development, several class sessions are student-led. Active participation and full attendance are expected and will be graded as part of the course evaluation. If you need to miss a class session, please email the instructor ([mcleanm@camosun.ca](mailto:mcleanm@camosun.ca)) prior to the start of class.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### Mandatory Attendance for First Class Meeting of Each Course

This section of BUS 360 requires mandatory attendance for the first class meeting of the 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 for Students” [Registration Policies for Students | Camosun College](#)

## 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>

Support Service	Website
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

### 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 [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](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.