

# COURSE SYLLABUS



COURSE TITLE: MARK 485 (Current Trends in Marketing)

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3

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

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

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## INSTRUCTOR DETAILS

NAME: Melissa McLean, MEd, MBA

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

OFFICE: CBA 231-C

HOURS: As posted on D2L, 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.*

**Mandatory Attendance for First Class Meeting:** This section of MARK 485 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](#).

## CALENDAR DESCRIPTION

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.

### PRE-REQUISITES:

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:

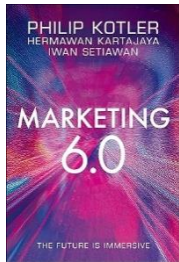
- C in [MARK 220](#)
- C in [MARK 233](#)

## 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



**Required Text:** 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 at 11:59 pm.**

WEEK	TOPIC	READINGS	DUE DATES
1 Jan. 6 - 12	Course introduction Artificial Intelligence (AI)	As assigned	Review course syllabus and D2L website
2 Jan. 13 - 19	AI and Society: Framing the Issue	As assigned	<b>Class Teaching Session Assignment</b> and <b>Final Project Teams</b> formed this week
3 Jan. 20 - 26	AI: Identifying and Building on Assumptions AI and Society: Reframing the Issue	As assigned	<b>Team Charter</b> due Fri., Jan. 24 <b>in hard copy at the start of class</b>
4 Jan. 27 – Feb. 2	AI and Society: Environmental Scan AI: Ethics, CSR, and Digital Sustainability (Part One)	<b>Pre-reading One:</b> complete by Wed., Jan. 29 at 12:30 pm	<b>Pre-reading One Submission</b> due Wed., Jan. 29 at 12:30 pm <b>Written Reflection Assignment One</b> due Sun., Feb. 2
5 Feb. 3 - 9	AI: Ethics, CSR, and Digital Sustainability (Part Two)  AI: Stakeholder Review	<b>Pre-reading Two:</b> complete by Wed., Feb. 5 at 12:30 pm	<b>Pre-reading Two Submission</b> due Wed., Feb. 5 at 12:30 pm
6 Feb. 10 - 16	AI and Consumers <b>(Student-Led Session One)</b>	<b>Pre-reading Three:</b> complete by Wed., Feb. 12 at 12:30 pm	<b>Pre-reading Three Submission:</b> submit by Wed., Feb. 12 at 12:30 pm

WEEK	TOPIC	READINGS	DUE DATES
7 Feb. 17 - 23	Reading Break		No classes this week
8 Feb. 24 – Mar. 2	AI: The Business Perspective	<b>Pre-reading Four:</b> complete by Wed., Feb. 26 at 12:30 pm	<b>Pre-reading Four Submission:</b> submit by Wed., Feb. 26 at 12:30 pm
9 Mar. 3 – 9	AI and Marketing 6.0  AI and Marketing Strategy (Student-Led Session Two)	<b>Marketing 6.0 textbook:</b> complete by Wed., Mar. 5 at 12:30 pm <b>Pre-reading Five:</b> complete by Fri., Mar. 7 at 12:30 pm	<b>Book Review (Kotler et al, Marketing 6.0)</b> due Wed., Mar. 5 at 12:30 pm. <b>Pre-reading Five Submission:</b> due by Fri., Mar. 7 at 12:30 pm
10 Mar. 10 - 16	AI and Marketing Promotion (Student-Led Session Three on Wed.) (Student-Led Session Four on Fri.)	<b>Pre-reading Six:</b> complete by Wed., Mar. 12 at 12:30 pm <b>Pre-reading Seven:</b> complete by Fri., Mar. 14 at 12:30 pm	<b>Pre-reading Six Submission:</b> due by Wed., Mar. 12 at 12:30 pm <b>Pre-reading Seven Submission:</b> due by Fri., Mar. 14 at 12:30 pm
11 Mar. 17 - 23	AI and Creativity: Exploring the Intersection of AI and Art (Student-Led Session Five)  AI and Copyright	<b>Pre-reading Eight:</b> complete by Wed., Mar. 19 at 12:30 pm	<b>Pre-reading Eight Submission:</b> due by Wed., Mar. 19 at 12:30 pm <b>Written Reflection Two</b> due Sun., Mar. 23
12 Mar. 24 - 30	AI and Public Relations	<b>Pre-reading Nine:</b> complete by Wed., Mar. 26 at 12:30 pm	<b>Pre-reading Nine Submission:</b> due by Wed., Mar. 26 at 12:30 pm
13 Mar. 31 – Apr. 6	AI: Into the Future	<b>Pre-reading Ten:</b> complete by Wed., Apr. 2 at 12:30 pm	<b>Pre-reading Ten Submission:</b> due by Wed., Apr. 2 at 12:30 pm <b>Final project (Written Report)</b> due Sun., Apr. 6
14 Apr. 7 - 11	Final Project Presentations		<b>Final Project Slide Deck and Final Project Individual Contribution Form (one per team)</b> submitted to D2L by Wed., Apr. 9 <b>at start of class</b> <b>Final Project “Highlights” Presentations</b> in class Wed., Apr. 9 (and Fri., Apr. 11, if needed) <b>Final Project Self and Peer Evaluation</b> due Fri., Apr. 11

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 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> (2 @7.5% each)	<b>15%</b>
<b>Student-Led Teaching Session Assignment (Team)</b> <b>Teaching session</b> including lesson plan, teaching session delivery, and slide deck (Team: 12.5% / Individual: 12.5%)  Team Charter Contract (Team) - Required Self and Peer Evaluation (Individual) – (1%) Individual Contribution Form (Team) - Required	<b>26%</b>
<b>Book Review and Analysis</b>	<b>10%</b>
<b>Pre-Reading Submissions</b> Pre-reading Submissions – (10 at 1.5% each) (Individual)	<b>15%</b>
<b>Final Project (and Informal Presentation)</b> <b>(Analytical Report 20% / Informal Presentation 5%)</b> (Team: 12.5% / Individual 12.5%)  Self and Peer Evaluation (Individual) (1%) Individual Contribution Form (Team) - Required	<b>26%</b>
<b>Activities and Participation</b> In-class and online activities	<b>8%</b>
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> <b>100%</b>

## COURSE GUIDELINES AND EXPECTATIONS

### Assignments

Full assignment descriptions are found in the Assignments and Activities section of the course D2L site.

The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA 7 style is required. See current Camosun College Library APA Citation Style Guide (7<sup>th</sup> edition) available at: <https://camosun.libguides.com/apa7>

Unless otherwise specified by the instructor, submit all assignments to the Assignments area of D2L; include the assignment name and your last name (and the last names of team members when applicable) in the file name. In-text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards. Grammar, spelling, style and APA formatting, citations and referencing will be assessed as part of assignment grading. All submitted work must be properly referenced to sources.

Unless otherwise specified by the instructor, students are to submit their own original work. Any work collaborated on (unless permitted by the assignment instructions) will be considered in violation of the College's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#).

### Research and References

When requested, assignments are to be supported using scholarly research from various sources to explore, learn and apply learning in a variety of settings. See academic writing tips on D2L and refer to the Camosun library website for further assistance about research basics.

<https://camosun.libguides.com/researchbasics/sources>

### Scholarly sources

- Original research published in academic or research journals
- Researched and written by experts in the field and are usually peer-reviewed (i.e., they are evaluated by other experts in the same field prior to publication)
- Citations are included
- Usually longer in length, approximately 6 – 30+ pages

### Popular sources

- These are general interest stories which may refer to research but do not contain primary research conducted by the person or organization commenting on this research
- Keep these types of sources to a minimum in your writing
- These may or may not be credible
- Usually written by the general public, are not peer-reviewed, and rarely contain citations
- Usually shorter in length, approximately 200 words to a few pages

### Unacceptable sources for MARK 485 assignments

- Wikipedia (peer-reviewed and information quality varies)
- Social media sites (may contain fake news)
- Previously used presentation or documents from other classes. (This is considered cheating.)
- Documents that are posted on an essay writing service website (e.g., Course Hero etc.)

### Artificial Intelligence (AI)

The use of AI tools without permission of your instructor is considered cheating or plagiarism, which violates the college's Academic Integrity Policy. Infractions of this policy can result in a failing grade on an assignment. Repeated infractions can result in more serious consequences, including failing a course.

**AI tools will be used in the creation of the MARK 485 Final Team Project, and in some additional assignments as specified in the assignment instructions. If you are uncertain about whether you can use AI tools in an assignment, please review the assignment instructions and/or email your instructor for clarification.**

## SCHOOL OR DEPARTMENTAL INFORMATION

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### Marketing Department Assignment Due Dates and Exams

Students must submit assignments by the due date or as announced by the instructor. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if a student performed poorly on an assignment, mid term, or final exam.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)).

## 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.