



A. Y. Jackson S. S.
www.ayjackson.ca

BMI3C
Marketing: Goods, Services, Events
Grade 11, College

General Course Information

Prerequisite:	None
Department:	Business Studies
Extra Help:	By appointment
Textbook and Replacement Cost:	The World of Marketing, \$95.00
Material Required:	Notebook (3-ring binder preferred)
Course Fee:	None

Course Description

This course introduces the fundamental concepts of product marketing, which includes the marketing of goods, services, and events. Students will examine how trends, issues, global economic changes, and information technology influence consumer buying habits. Students will engage in marketing research, develop marketing strategies, and produce a marketing plan for a product of their choice.

The course is organized into 5 strands:

- The Marketing Process
- Consumers and Competition
- Marketing Research
- Not-for-Profit Marketing
- Global Marketing

A detailed list of the course expectations can be found at

<http://www.edu.gov.on.ca/eng/curriculum/secondary/business1112curr.pdf>

Assessment and Evaluation

To promote student success, ongoing assessment and feedback will be given regularly to the students. A variety of assessment and evaluation strategies will be used in this course, including quizzes, tests, assignments, presentations and projects. Expectations will be evaluated based on the provincial curriculum expectations and the achievement levels outlined in the ministry document.

Expectations are organized into four categories of knowledge and skills. The categories and their corresponding weighting is as follows:

Knowledge and Understanding	25 – 35 %	Communication	10 – 20 %
Thinking	20 – 30 %	Application	25 – 35 %

Each student's final mark will be in the form of a percentage grade based on their achievement in the 4 categories on the achievement chart. The breakdown of the final mark is as followed:

Term Evaluation	70%
Final Evaluation	30%

The final Evaluation will be completed during the final 6 weeks of the course and may include a variety of summative activities including an exam, a presentation, a seminar, or an essay or another writing assignment.

In addition to students' performance in the achievement categories, students will also be assessed on their performance in the following learning skills:

- Responsibility
- Organization
- Independent Work
- Collaboration
- Initiative
- Self-Regulation

For specific policies on assessment and evaluation, and academic honesty, please refer to *School Procedures* in the student agenda.

Students will be given numerous and varied opportunities to demonstrate the full extent of their achievement of the curriculum expectations across all four categories of knowledge and skills:



A. Y. Jackson S. S.
www.ayjackson.ca

BMI3C
Marketing: Goods, Services, Events
Grade 11, College

<p>Knowledge and Understanding <i>Subject-specific content acquired in each course (knowledge), and the comprehension of its meaning and significance (understanding)</i></p>	<p>Knowledge of content (e.g., facts, terms, definitions, procedures). Understanding of content (e.g., concepts, principles, theories, relationships, methodologies and/or technologies)</p>
<p>Thinking <i>The use of critical and creative thinking skills and/or processes.</i></p>	<p>Use of planning skills (e.g., focusing research, gathering information, selecting strategies, organizing a project) Use of processing skills (e.g., analysing, interpreting, assessing, reasoning, generating ideas, evaluating, integrating, synthesizing, seeking a variety of perspectives, forming conclusions) Use of critical/creative thinking processes (e.g., evaluation of business situations, problem solving, decision making, detecting bias, research)</p>
<p>Communication <i>The conveying of meaning through various forms</i></p>	<p>Expression and organization of ideas and information (e.g., clear expression, logical organization) in oral, visual, and written forms, including electronic forms (e.g., presentations, charts, graphs, tables, maps, models, web pages, spreadsheets, flyers, financial statements, letters, memos, reports). Communication for different audiences (e.g., peers, business clients, company supervisor) and purposes (e.g., to inform, to persuade) in oral, visual, and written forms, including electronic forms. Use of conventions, vocabulary, and terminology of the discipline in oral, visual, and written forms, including electronic forms</p>
<p>Application <i>The use of knowledge and skills to make connections within and between various contexts</i></p>	<p>Application of knowledge and skills (e.g., concepts, procedures, processes, use of technology and materials) in familiar contexts. Transfer of knowledge and skills (e.g., choice of tools and software, ethical standards, concepts, procedures, technologies) to new contexts. Making connections within and between various contexts (e.g., connections between business studies and personal experiences, opportunities, social and global challenges and perspectives; cross curricular and multidisciplinary connections)</p>