



# DON MILLS COLLEGIATE INSTITUTE

## COURSE INFORMATION AND ACKNOWLEDGEMENT



<b>Department:</b>	<b>BCCET - BUSINESS, COMPUTERS, COMMUNICATIONS, AND EXPLORING TECHNOLOGIES</b> ☎ (416) 395-3190 ext. 20100 (Business Studies)
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<b>Course Name:</b>	<b>Marketing: Goods, Services, Events</b>	<b>Course Code:</b>	BMI3C1
<b>Course Destination:</b>	College	<b>Grade</b>	11

<b>Prerequisite:</b>	None	<b>OR</b>	<b>Recommended Preparation:</b>	Positive attitude, on time for class, acknowledgement of classroom and computer lab expectations. Student should bring a binder with lined paper and writing materials to class everyday. USB sticks advised. <b>Textbook is in Digital format.</b> All work is done on computer.
<b>Teacher:</b>	MS. DOLORES ADRIDGE	<b>Email:</b>	dolores.adridge@tdsb.on.ca.	

<b>Course Description:</b>	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.
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Textbook(s):	Replacement Cost:	Materials/Fee/Deposit:	Replacement Cost:
Oxford University Press: <i>Marketing Dynamics</i> , Gregoriou and Pegis, 2013 Cdn, Ed.	\$100.00		

<b>Units of Study:</b>	Marketing Fundamentals—Introduction
	The Marketing Mix Market Research
	Target Marketing Trends in Marketing
	The Marketing Plan Summative

## OVERALL EXPECTATIONS:

### MARKETING FUNDAMENTALS

**MFV.01** describe the process by which goods and services are exchanged

**MFV.02** explain how marketing influences consumers and competition

**MFV.04** analyse marketing strategies used by organizations in the not-for-profit sector

**MFV.05** compare the factors that influence marketing methods and activities in the global economy.

### THE MARKETING MIX

**MMV.01** explain the stages of product development

**MMV.02** explain the factors involved in the pricing of goods, services, and events

**MMV.03** compare a variety of distribution strategies and the logistics associated with them

**MMV.04** demonstrate an understanding of the strategies involved in the promotion of goods, services, and events.

### MARKET RESEARCH

**MFV.03** demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyse marketing-related information.

### TARGET MARKETING

**MFV.02** explain how marketing influences consumers and competition

**TMV.03** demonstrate an understanding of the potential for participation in the global marketplace.

### TRENDS IN MARKETING

**TMV.01** explain the effects of new information technologies on marketing strategies and consumer trends

**TMV.02** identify and describe various environmental, ethical, social, and legal issues that affect marketing activities

**TMV.04** summarize, on the basis of computer research, career pathways in marketing.

### THE MARKETING PLAN

**MPV.01** explain the process of developing a marketing plan

**MPV.02** develop a marketing plan for a good, service, or event

**MPV.03** analyse the uses of a marketing plan.

## ASSESSMENT OF STUDENT ACHIEVEMENT:

As reflected in the Ontario Ministry of Education "Growing Success: Assessment, Evaluation and Reporting" Document, the purpose of assessment is for student learning and can be both "assessment as learning" and "assessment for learning." In addition: Ontario Curriculum, Grades 9 to 12, Business Education, 2009.

Assessment of student achievement is based on the following categories:

Categories	
<ul style="list-style-type: none"><li>• Knowledge and Understanding – 25%</li></ul>	<ul style="list-style-type: none"><li>• Communication – 25%</li></ul>
<ul style="list-style-type: none"><li>• Thinking – 25%</li></ul>	<ul style="list-style-type: none"><li>• Application – 25%</li></ul>
Levels of Achievement	
LEVEL 4 (80-100%)	<ul style="list-style-type: none"><li>• A very high to outstanding level of achievement. Achievement is above the provincial standard.</li></ul>
LEVEL 3 (70-79%)	<ul style="list-style-type: none"><li>• A high level of achievement. Achievement is at the provincial standard. A student achieving at this level should be well prepared for work in the next grade level or the next course.</li></ul>
LEVEL 2 (60-69%)	<ul style="list-style-type: none"><li>• A moderate level of achievement. Achievement is below, but approaching, the provincial standard.</li></ul>
LEVEL 1 (50-59%)	<ul style="list-style-type: none"><li>• A passable level of achievement. Achievement is below the provincial standard.</li></ul>
BELOW 50%	<ul style="list-style-type: none"><li>• Insufficient achievement of curriculum expectations. A credit will not be granted.</li></ul>

- A. **Calculation of Final Mark:**  
70% term (ongoing term evaluation) + 30% final summative assessments (10% summative project submission + 20% examination) = 100%
- B. **Reporting of Learning Skills and Work Habits**  
The learning skills and Work Habits that will be assessed are:  
Responsibility    Organization    Independent Work  
Collaboration    Initiative    Self-Regulation
- These will be reported on the Provincial Report Card by using the following categories:  
Excellent (E)                      Good (G)                      Satisfactory (S)                      Needs Improvement (N)
- C. For grades 9 & 10 the code "I" may be used to indicate insufficient evidence for a percentage grade.

## EXPECTATIONS OF DEPARTMENT:

### 1. Homework:

Completion of homework on a regular basis is an essential component of all courses at Don Mills C. I.

### 2. Attendance/Evaluation Policy:

A: Attendance: Students are expected to make up any work missed due to absences, regardless of the reason. Extended absences are to be avoided unless absolutely necessary. Extended absences invariably lead to academic penalty and potential loss of credit. All extended absences must be confirmed by the student with the appropriate Vice-Principal prior to the absence.

B: Evaluation Policy: Students must inform the teacher **before** the due date of any evaluation, of an anticipated absence. A student who is absent from an evaluation must bring appropriate documentation explaining that absence. Students are expected to write a missed test on the day of their return.

C: Final Evaluation: Medical certificates are required in case of absence from final evaluation.

### 3. Late and Missed Assignments:

Students are responsible for providing evidence of their achievement. A teacher's professional judgement will be used to determine appropriate strategies to help prevent late or missed assignments.

Consequences for late assignments:

#### Grades 9-10

A deduction of 5% for every day an assignment is late, up to and including the full value of the assignment.

#### Grades 11-12

A deduction of 10% for every day an assignment is late, up to and including the full value of the assignment.

### 4. Academic Honesty and Consequences of Cheating (Plagiarism):

Students caught cheating or plagiarizing will receive as a minimum penalty, a mark of zero on the test, quiz, assignment or exam. Cases of plagiarism will be reported to administration.

### 5. Submission of Assignments:

All assignments are to be submitted to the teacher during class on the due date.

### 6. Student Behaviour

Students will follow the rules in the student agenda. Students will be responsible for the equipment they use, and consider safety at all times.

## **COMPUTER LAB POLICIES:**

Labs can only be used under the direct supervision of a teacher. If no teacher is available for supervision, the labs will be closed.

Students are not permitted to download or copy any software onto the computers.

Students are to save files in their personal network area (H:) or USB, but never on a local hard drive (C:). They are not allowed to change any settings on a school computer including the desktop or display. Students are to use the labs to work on assignments only.

You are not to use or access any social networking such as MSN, Facebook, YouTube, Hotmail, etc. unless you have been permitted on a per-use basis by your teacher as part of research. If you are unsure about what is allowed ask your teacher prior to accessing certain sites.

You are not to access computer gaming, violent, sexually explicit or any other inappropriate internet site.

Again, students are not to change desktop settings including screensavers, wallpaper, shortcuts, resolution, additions and deletions.

Students are not permitted to use phones in class, although music players may be allowed by the teacher while you are working on an assignment. If personal electronic devices are used in the classroom without authorization from the teacher they will be confiscated for at minimum the rest of the school day.

Students are not permitted to touch cable connections in any lab or disassemble equipment without teacher approval.

Students are to report malfunctioning, missing, or damaged equipment or furniture to the teacher as soon as it is discovered. You are attached to work on one computer. If there is damage, school staff will assume you have done the damage unless you call attention to it immediately.

Students are to keep work areas neat and tidy. All books and disks are to be returned as directed. Waste paper is to be recycled neatly in the bins provided. Garbage is to be placed in appropriate receptacles.

Students are to return their chairs to the work desks at the end of the class. Chairs are to be stacked at the end of the day to help the cleaning staff.

No food or drinks are permitted anywhere near the computers.

Computers are always to be left ON, however the MONITORS can be turned off.

Log off your Windows session at the end of each class by properly shutting down applications.

The standard consequences for not following these policies are suspension of computer privileges and being invoiced for any damaged equipment.

# **BMI3C1 Course Units, Detailed:**

## **1. Marketing Fundamentals**

- define the basic nature and scope of marketing activities
- compare how supply and demand affect marketing decisions
- summarize the factors that motivate a customer to purchase a product
- identify the characteristics and features of not-for-profit organizations
- identify ways in which not-for-profit and government organizations market their goods, services, and events
- compare the purposes of marketing for profit and not-for-profit organizations
- identify ways in which information technology influences global marketing strategies and techniques
- describe the impact of foreign and domestic policies, agencies and issues on marketing activities

## **2. The Marketing Mix**

- classify products according to type
- identify the components of the product life cycle for different types of products
- explain the importance of branding in product positioning
- identify regulations affecting packaging and labelling strategies
- describe the factors that affect the price of products
- determine the price for a product, using relevant financial data
- identify the pricing strategies and policies used to promote the sale of products
- identify the channels of distribution for a variety of products in a variety of markets
- compare the advantages and disadvantages of the various ways of delivering goods and services
- explain different systems of inventory control
- identify the various elements of promotion
- assess the effectiveness of various advertising media and tools
- describe the role of public relations as a component of promotional strategies
- create a variety of print, audiovisual, and electronic promotions

## **3. Market Research**

- explain how marketing affects competition among products
- outline the role and importance of marketing research in business
- create an example of a current marketing research tool
- identify tools, techniques, and information technologies that can be used to interpret consumer and market data and demonstrate the use of these tools, techniques, and information technologies
- describe the use of data mining to gather marketing-related information
- assess, on the basis of research, the impact of technology, including information technology, on channels of distribution and inventory control systems
- identify resources available to assist in the development of a marketing plan
- conduct a marketing research activity for a good, service, or event

## **4. Target Marketing**

- describe the process used by firms to develop a consumer profile
- summarize the factors that motivate a customer to purchase a product
- describe how evolving information technologies are used to influence, inform, and motivate consumers
- describe current marketing strategies that use total quality management, customer-driven information technology, and target marketing
- describe current marketing activities that target various market segments
- using consumer profiles, explain how products are positioned in various market segments
- outline the relative importance of major consumer and industrial markets around the world
- describe the factors leading to the development of global markets
- outline the risk factors that should be considered when entering foreign markets

## 5. Trends in Marketing

- identify advances in electronic commerce applications and describe how these advances have affected business-to-business and business-to-consumer marketing
- explain how emerging information technologies have affected the dynamic nature of marketing and stimulated the rate of change in marketing strategies
- describe the effects that new communication technologies have on marketing in a business environment
- describe how fashion, fads, and trends are influenced by the immediacy characteristic of the electronic age
- identify marketing issues created by changes in information technology
- describe ways in which marketing activities have been influenced by increasing concern for the environment
- explain the need for firms to demonstrate good corporate citizenship and organizational ethics in their day-to-day marketing practices
- identify examples of businesses that include corporate social responsibility as a component of their marketing philosophy
- describe the factors leading to the development of global markets
- outline the risk factors that should be considered when entering foreign markets
- identify growth areas in the marketing of post secondary education and employment
- classify employment opportunities by marketing function
- using a variety of sources, research and summarize the tasks, remuneration, and employment opportunities in marketing occupations ranging from entry level to management

## 6. The Marketing Plan

- identify resources available to assist in the development of a marketing plan
- describe the steps and stages in the creation of a marketing plan for a good, service, or event
- explain the difference between a marketing plan and a venture plan
- outline a strategic plan for a real or simulated product (good, service, or event)

## 7. Summative Elements (30% OF FINAL MARK)

- **Marketing Plan (15%)**

Create, prepare, and present a marketing plan for a product (good, service, or event) of your choice. It should be based on current research and trends and incorporate all elements of a strategic marketing plan. Create your own business or market your product under an existing business

- **Examination (15%)**

<b>Course:</b>	<b>BMI3C1</b>	<b>Course:</b>	Marketing: Goods, Services, and Events
<b>Teacher:</b>	Ms. Dolores Adridge	<b>Email:</b>	dolores.adridge@tdsb.on.ca

## ACKNOWLEDGEMENT FORM

### Dear Student and Parent / Guardian:

Together we can achieve success through open communication. I encourage an open dialogue regarding course expectations, assignments and behaviour. Your student will have regular homework from this course, including reading, notes and assignments. This becomes easier since the digital textbook can be accessed from any electronic source. A computer is provided for classroom use. He or she must keep a neat organized binder. Your student should make every effort to be punctual and have good attendance.

Please encourage your student to constantly update his or her marketing and business knowledge. He or she should keep abreast of current issues, trends, and research. Your student will have opportunities to participate in various contests and competitions.

Please sign below indicating that this course outline has been reviewed. Please indicate parent email contact information below so that you can receive class schedule updates and files students may need to complete homework, as well as to begin direct communication with the teacher. I look forward to an interesting semester at Don Mills and I appreciate your support. While 18 year-old students are able to sign forms legally, it is appreciated that parents / guardians sign this agreement. Please plan to come to parent's night, or ask questions about your student to the teacher via email. Please feel free to contact the teacher with any concerns you may have about your student's progress in the course.

### Please Print

Student Name: \_\_\_\_\_

Student Signature: \_\_\_\_\_

Student Email: \_\_\_\_\_

Date: \_\_\_\_\_

Parent / Guardian Name: \_\_\_\_\_

Parent / Guardian Signature: \_\_\_\_\_

Parent / Guardian Phone: \_\_\_\_\_ (Day)

\_\_\_\_\_ (Evening)

Parent / Guardian Email: \_\_\_\_\_

Please return this acknowledgement form to your classroom teacher as soon as possible.