



BMI3C1 | Course Outline | September 2022 - January 2023

Contact Information

Course Code:	BMI3C1 (Period C) Semester 1
Course Name:	Grade 11 Marketing
Course Instructor:	Mrs. Tabitha MacNeil
Contact Email:	tabitha.macneil@tdsb.on.ca
Room:	108 (<i>office hours lunch time 11:40-12:30pm</i>)

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.

Assessment and Evaluations

To promote student success, ongoing formative assessment and feedback will be given to students. As required by the Ministry of Education, students will be assessed in the four areas of the achievement chart. The chart below provides percentages for each category. All evaluations are expected on the **due date**, however, they will be also accepted up and until the **ultimate due date**. Submission after the ultimate due date results in a mark of **zero**.

Academic Honesty

Students are expected to be academically honest and submit their own work, so that the mark received reflects their own academic achievement.

[TSDB Academic Honesty Policy](#)

Online Code of Conduct

Students are expected to comply with TDSB's Online Code of Conduct found on our TDSB e-Learning website:

[TDSB's Online Code of Conduct Policy](#)

Classroom/School Expectations

- It is *expected that you log in each morning for the GOOGLE CLASSROOM* and to check the daily announcements as new material will be posted on a daily basis. I will be taking the attendance daily (Monday – Friday).

- Students are *to attend the daily lessons* in order to have a better understanding of the course material. If you can't attend, recordings of lessons will be shared with you via online classroom.
- *Exhibit a respectful and courteous manner* in the online classroom
- *Refrain from any inappropriate language or behaviour*, in particular that which is disruptive, profane, harassing, or intimidating
- *Follow board policy regarding plagiarism and accrediting sources*. All assignments are to be handed in on time. You must use the assignment dropbox when handing in assignments
- *Do not email me your assignments* as I cannot accept them. If the dropbox is closed I am not accepting assignments, as the ultimate due date has passed.

Students' Responsibilities with Respect to Evidence for Evaluation:

Students are responsible for providing evidence of their learning within established timelines. There are consequences for not completing work, and submitting work late. A number of strategies may be used to help prevent and/or address late and missed assignments including involving parents/guardians. Ultimately, marks may be deducted for late/missed assignments, up to and including the full value of the assignment.

Accommodation(s)

Students with IEPs are allowed accommodations (such as extra time for example) on quizzes, projects and the exam as per Ministry Policy. Students are asked to kindly remind the teacher in-advance of evaluations so accommodations can be programmed.

Assessment and Evaluations

To promote student success, ongoing formative assessment and feedback will be given to students. As required by the Ministry of Education, students will be assessed in the four areas of the achievement chart. The chart below provides percentages for each category.

Assessment Category	Percentage
Knowledge and Understanding	25%
Thinking	25%
Communication	25%
Application	25%

The final grade will be determined as follows (in accordance with Ministry of Education standards):

Term Work: Based on evaluations throughout the course	70%
Final Culminating and Exam:	10% + 20% = 30%

Unit Breakdown & Dates:

Unit and Chapters	Activities / Assignments	Weeks
Unit 1 Chapter 1 and Chapter 2 Marketing Fundamentals	Supply and Demand Consumer Behaviour Non-Profit Marketing Marketing Plan Part 1 of 4	September
Unit 2 Chapter 3 The Marketing Mix	The 4 Ps and 2 Cs Product Life Cycle Branding, Packaging, Promotion Marketing Plan Part 2 of 4	October
Unit 3 Chapter 5 Trends in Marketing	Marketing Research Primary and Secondary Data Collecting Marketing Plan Part 3 of 4	November
Unit 4 Chapter 6 The Marketing Plan	Presentations Target Audience Sales and Budgeting Marketing Plan Part 4 of 4	December - January
Final Culminating	10% Final Culminating Project 20% Exam	End of January