

MARKETING: GOODS, SERVICES, EVENTS

MARKETING BMI3C

**Grade 11 College Preparation
Prerequisite: None**



BIG IDEAS

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.

- explain the stages of product development; classify products according to type (e.g., good, service, event; consumer, industrial, institutional);
- describe the effects that new communication technologies have on marketing in a business environment
- apply the marketing mix to the selected product; produce a marketing plan for the selected product, using current information technology.
- describe ways in which marketing activities (e.g., packaging, labelling) have been influenced by increasing concern for the environment;

DIGITAL MARKETING AND RESEARCH

