

**SIR JOHN A. MACDONALD COLLEGIATE INSTITUTE COURSE BRIEF**

<b>Course Name</b>	Marketing: Goods, Services, Events	<b>Grade</b>	11
<b>Course Code</b>	BMI3C	<b>Credit Value</b>	1
<b>Pre-Requisite</b>	NONE	<b>Or Recommended Pre-Requisite</b>	NONE
<b>Type of Course</b>	College Preparation		

TEXTBOOKS	REPLACEMENT COST (if lost or damaged)
Marketing Essentials Farese, Kimbrell, Wolozyk ISBN 0026441918	\$111.50
ADDITIONAL RESOURCES/LEARNING MATERIALS	REPLACEMENT COST (if lost or damaged)
N/A	N/A

**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 involving applied creative thinking, and produce a marketing plan for a product of their choice.

**Curriculum Strands/Categories (this may differ depending on discipline and level)**

- Knowledge and Understanding:** Subject-specific content acquired in each grade/course (knowledge), and the comprehension of its meaning and significance (understanding)
- Thinking:** The use of critical and *creative* thinking skills and/or processes
- Communication:** The conveying of meaning through various forms
- Application:** The use of knowledge and skills to make connections within and between various contexts

**Assessment and Evaluation of Student Achievement \***

Unit	Unit Title/Description	Evaluation Task	Achievement Chart Focus
Unit 1	Marketing Fundamentals	Marketing Research assignment Marketing Terminology Quiz Comprehensive Text	Knowledge/Understanding Thinking, Communication, Application (hereinafter called "KUTCA")
Unit 2	The Marketing Mix	Goods, Services and Events Assignment Advertising assignment Comprehensive Test Terminology Quiz	KUTCA
Unit 3	Trends in Marketing	Marketing Trends assignment Terminology Quiz Comprehensive Test	KUTCA
Unit 4	The Marketing Plan	Practice marketing plan for a product/service Marketing Research/Marketing Analysis Terminology Quiz/Comprehensive Test	KUTCA
Unit 5	Culminating Activities	Comprehensive Marketing Plan for a product Electronic Research - Multimedia Presentation Comprehensive Knowledge-focused Exam	KUTCA

\*Evaluation tasks are subject to change

## Levels of Achievement

For Grades 9 to 12, a student's achievement of the overall curriculum expectations will be evaluated in accordance with the achievement charts in the provincial curriculum and will be reported using percentage marks.

Achievement Level	Percentage Mark Range	Achievement Description
HL4/L4+ L4 LL4/L4-	95 – 100 87 – 94 80 – 86	Level 4 identifies achievement that surpasses the provincial standard. The student demonstrates the specified knowledge and skills with a high degree of effectiveness.
HL3/L3+ L3 LL3/L3-	77 – 79 73 – 76 70 – 72	Level 3 represents the provincial standard for achievement. The student demonstrates the specified knowledge and skills with considerable effectiveness. Parents of students achieving at level 3 can be confident that their children will be prepared for work in subsequent grades/courses
HL2/L2+ L2 LL2/L2-	67 – 69 63 – 66 60 – 62	Level 2 represents achievement that approaches the provincial standard. The student demonstrates the specified knowledge and skills with some effectiveness. Students performing at this level need to work on identified learning gaps to ensure future success.
HL1/L1+ L1 LL1/L1-	57 – 59 53 – 56 50 – 52	Level 1 represents achievement that falls much below the provincial standard. The student demonstrates the specified knowledge and skills with limited effectiveness. Students must work at significantly improving learning in specific areas, as necessary, if they are to be successful in the next grade/course

Students who achieve below 50% have not met curriculum expectations; a credit will not be granted.

Learning Skills		Assessment of Learning Skills	
Responsibility		Excellent (E)	
Organization		Good (G)	
Independent Work		Satisfactory (S)	
Collaboration		Needs Improvement (N)	
Initiative			
Self-Regulation			
Weighting by Strands/Categories			
Knowledge and Understanding	30	Application	30
Communication	20	Thinking	20

**Assessment and Evaluation Strategies:** the following is a list of potential A/E strategies used within the course; the list may not be exhaustive and is subject to change.

Marketing Research	Classroom Discussions	Marketing Plan
Oral/Multimedia presentations	Written Assignments	Homework assignments
Software Application Assignments	Electronic Research	Terminology Review
Posters	Article Analyses	Think-Pair-Share
Unit Questions Exercise Assignments	Co-operative Group learning	Quizzes/Tests
Key Terminology Review		

### CALCULATION OF FINAL MARK

70% for evaluations conducted throughout the course

30% for a Culminating Activity – the C/A will occur in the final 6 weeks of the course