


Course of Study

1. Course Details

<p>Lawrence Park C.I</p>  <p>TDSB</p>	<p>Teacher: E Platt, K. Lau</p> <p>Faculty : Business/Social Studies</p> <p>Faculty Office Phone : 416 393 9500 ext 20219</p> <p>Name of ACL : T Boylen</p> <p>ACL Contact :</p> <p>Textbooks : “Marketing Essentials” Farese et al</p>	<p>Date revised : September 1, 2015</p> <p>Course Name : Marketing</p> <p>Course Code : BMI 3C</p> <p>Prerequisite Course Code : none</p> <p>Credit Value : 1</p> <p>Essential Resource Materials :</p>
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2. Overall Goals

Overall Expectations:
By the end of this course students will:

Marketing Fundamentals

- describe the process by which goods and services are exchanged;
- explain how marketing influences consumers and competition;
- demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyze marketing-related information;
- analyze marketing strategies used by organizations in the not-for-profit sector;
- compare the factors that influence marketing methods and activities in the global economy

The Marketing Mix

- explain the stages of product development;
- explain the factors involved in the pricing of goods, services, and events;
- compare a variety of distribution strategies and the logistics associated with them;
- demonstrate an understanding of the strategies involved in the promotion of goods, services, and events.

Trends in Marketing

- explain the effects of new information technologies on marketing strategies and consumer trends;
- identify and describe various environmental, ethical, social, and legal issues that affect marketing activities;
- demonstrate an understanding of the potential for participation in the global marketplace; summarize, on the basis of computer research, career pathways in marketing.

The Marketing Plan

- explain the process of developing a marketing plan;
- develop a marketing plan for a good, service, or event;

3. Learning Skills and Work Habits

**Evaluated on Report Card as:
E (excellent); G (good); S (satisfactory); N (needs improvement)**

The Learning Skills demonstrated by a student in every course are evaluated in the following six categories: Responsibility, Organization, Independent Work, Collaboration, Initiative, and Self-regulation. The Learning Skills are evaluated using a four-point scale. The goal for each student is to improve Learning Skills which will translate into improved student's overall success.

In addition, completion of the assigned homework/assignments on time will contribute to student's success. We also know that regular attendance in all classes is essential for success; please avoid scheduling appointments during school time.

Students are expected to demonstrate academic honesty on all assignments, presentations, tests, and examinations. Student who cheat or plagiarize will receive a mark of zero for the assignment, presentation, test, or examination.

Responsibility	<p>The student:</p> <ul style="list-style-type: none"> • fulfils responsibilities and commitments within the learning environment; • completes and submits class work, homework, and assignments according to agreed-upon timelines; • takes responsibility for and manages own behaviour.
Organization	<p>The student:</p> <ul style="list-style-type: none"> • devises and follows a plan and process for completing work and tasks; • establishes priorities and manages time to complete tasks and achieve goals; • identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks.
Independent Work	<p>The student:</p> <ul style="list-style-type: none"> • independently monitors, assesses, and revises plans to complete tasks and meet goals; • uses class time appropriately to complete tasks; • follows instructions with minimal supervision.
Collaboration	<p>The student:</p> <ul style="list-style-type: none"> • accepts various roles and an equitable share of work in a group; • responds positively to the ideas, opinions, values, and traditions of others; • builds healthy peer-to-peer relationships through personal and media-assisted interactions; • works with others to resolve conflicts and build consensus to achieve group goals; • shares information, resources, expertise and promotes critical thinking to solve problems and make decisions.
Initiative	<p>The student:</p> <ul style="list-style-type: none"> • looks for and acts on new ideas and opportunities for learning; • demonstrates the capacity for innovation and a willingness to take risks; • demonstrates curiosity and interest in learning; • approaches new tasks with a positive attitude; • recognizes and advocates appropriately for the rights of self and others.
Self-regulation	<p>The student:</p> <ul style="list-style-type: none"> • sets own individual goals and monitors progress towards achieving them • seeks clarification or assistance when needed • assesses and reflects critically on own strengths, needs, and interests; • identifies learning opportunities, choices, and strategies to meet personal goals.

4. Teaching/Assessment and Evaluation Strategies - Course Work (70%)

Students will demonstrate achievement of all the overall expectations of the course. Missed and/or incomplete assignments will have an impact on the final grade where there are a significant number of curriculum expectations that have not been evaluated because of missed assignments. Timelines and units may be adjusted to accommodate student needs.

Unit #	Culminating Tasks	Achievement Chart Focus	Time Line
	Test	Marketing Fundamentals	September
	Tests Projects	The Marketing Mix	October
		Promotion (November
	Project	Selling	December
		Distribution	Jan
	Test Project	Price	March
	Test	Product	February
	Project	Research	April
		Social Media	May—June
		The Marketing Plan	

4. Teaching/Assessment and Evaluation Strategies - Final Evaluation (30%)

All Students must take part in the culminating activities for each course at every grade level of study

Summative Tasks	Achievement Chart Focus	Weighting
Marketing Plan	The Marketing Plan	100% (30% of final mark)

5. Achievement Chart

Achievement Categories For Course Work	Description	Weighting
Knowledge/Understanding	<ul style="list-style-type: none"> - knowledge of facts and terms - understanding concepts, principles, and theories - understanding of relationships between concepts 	<u>25</u> %
Thinking	<ul style="list-style-type: none"> - critical thinking skills (analyzing, detecting bias) - creative thinking (problem solving) - inquiry skills (formulating questions; conducting research; analyzing, interpreting and evaluating information; drawing conclusions) 	<u>25</u> %
Communication	<ul style="list-style-type: none"> - communication of information and ideas - use of visuals and technology - multimedia - oral communication (debates, discussions, listening skills, role-playing) - written communication (short essays, writing in role) 	<u>25</u> %
Application	<ul style="list-style-type: none"> - application of concepts, skills, and procedures - transfer of concepts, skills, and procedures to new ideas - making logical conclusions or generalizations - making predictions and planning courses of action 	<u>25</u> %

6. Term Grades for Provincial Reports

Term Grades for Provincial Reports throughout the Year

The grade for each term/reporting period is based on the evaluations that have been conducted to that point in the course and will be preliminary and tentative. They will be based on the most consistent level of achievement to that point in time, but some of the overall expectations, strands, and units will not have been addressed. The students' grades will most likely change when the students' entire work is evaluated by the end of the course.

Reporting Cycle

Reporting Cycle 1:	September 3 th – October 30 th Report Card - November 12 th
Reporting Cycle 2:	November 2 nd – February 3 rd Report Card - February 11 th
Reporting Cycle 3:	February 4 th – April 1 st Report Card - April 14 th
Reporting Cycle 4:	April 4 th - June 30 th Final Report Card Pick Up From July 4 th to 10 th
Exam Review Days:	June 27 th (9 am to 11 am only)

7. Communication

In addition to class time, students can receive additional assistance from:

- Subject teachers before/after school, during lunch hour or by appointment;
- Homework Club - every Tuesday and Thursday from 3:20 - 4:30 pm in room 223;
- FIFI - Find It Finish It from 8:35 - 9:35 am on November 9th, January 25th, March 28th and May 16th;