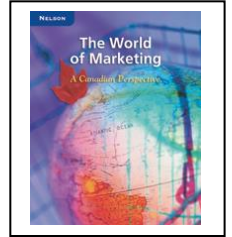


RICHVIEW COLLEGIATE INSTITUTE

Student Course Outline/Parent Information Sheet

PROGRAM AREA: Business Studies	COURSE NAME: Marketing
COURSE CODE: BMI 3C1	GRADE/LEVEL: Grade Eleven
PREREQUISITE: It is recommended that students have previously taken Introduction to Business (BBI2O1) to enroll in this course.	CREDIT VALUE: One

Teacher: R. Sloan **Email:** Ryan.Sloan@tdsb.on.ca
Cost of Textbook/Equipment Replacement: \$100.00
Textbooks: The World of Marketing: A Canadian Perspective © 2003 (Nelson):
Room Number: 223



COURSE DESCRIPTION:

This business course explores the fundamentals of marketing by defining its nature and scope. Specifically, students examine consumer consumption patterns and motivation, as well as the major factors that play a role in identifying consumer, industrial, and institutional target markets. Furthermore, students study how market research, the analysis of change in the economy, and the global market place play key roles in the segmenting of markets. Also, there is an examination of current environmental, international, and technological trends. Students analyse how the aforementioned concepts impact a company's positioning, pricing, distribution, and promotional strategies in light of an extremely competitive environment. This course enables students to apply the theory covered, by embracing the strategic aspects of marketing in their final culminating project. This activity allows students to utilize the different tools of marketing to properly position and develop a marketing plan for their product.

CURRICULUM STRANDS (UNITS) and OVERALL EXPECTATIONS:

UNIT 1: Marketing Fundamentals

Overall Expectations

By the end of this course, students will:

- 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 analyse marketing-related information;
- analyse marketing strategies used by organizations in the not-for-profit sector;
- compare the factors that influence marketing methods and activities in the global economy.

UNIT 2: The Marketing Mix

Overall Expectations

By the end of this course, students will:

- 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.

UNIT 3: Trends in Marketing

Overall Expectations

By the end of this course, students will:

- 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.

UNIT 4: The Marketing Plan

Overall Expectations

By the end of this course, students will:

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

ASSESSMENT AND EVALUATION:

Assessment and Evaluation are based on the expectations and levels of achievement outlined in the provincial curriculum document for each subject. A wide range of assessment and evaluation opportunities allows students to demonstrate their learning in a variety of ways. This information provides the basis for reporting student grades on the Provincial Report Card. A final mark will be calculated using the following categories or strands.

70% Course Evaluation: (70% of mark based on class evaluations i.e. tests, class work, assignments)

Communication (25%)	Knowledge/Understanding (25%)	Thinking and Inquiry (25%)	Application/Making Connections (25%)
Demonstrating the ability to communicate information and ideas through written and oral communication for different audiences and purposes using a variety of forms.	Demonstrating knowledge of facts and terms, understanding concepts, principles and theories and their relationship to one another and society.	Demonstrating critical and creative thinking skills through decision-making and problem solving. Also includes analysing and evaluating information and drawing conclusions.	Demonstrating the ability to apply knowledge, skills and concepts to real life situations.

30% Final Evaluation: 1. ____ Final Exam ____

Students' Responsibilities With Respect to Evidence for Evaluation:

Students are responsible for providing evidence of their learning within established timelines, and there are consequences for cheating, plagiarizing, not completing work, and submitting work late.

Missed Assessments

- 1) Students who know ahead of time that they will miss an assessment are expected to discuss the situation beforehand with the subject teacher and any group peers that may be affected.
- 2) Students who miss an in-class summative assessment for an unauthorized reason may lose the opportunity to complete the task.

Deadlines

Deadlines are realistic in the normal working life outside the school setting. At appropriate times throughout the school year (e.g., at the beginning of the term, when an assignment is given, etc.), teachers will communicate deadlines and the consequences for not completing assignments for evaluation or for submitting those assignments late.

Cheating & Plagiarism

We at Richview C.I. expect all those in our learning community to act in an **honest** manner. Plagiarism is defined in Ministry policy as the use or close imitation of the language and thoughts of another without attribution, in order to represent them as one's own original work. All student work must be your own and cheating and plagiarism will not be condoned. Possible

consequences may include (but are not limited to): parental contact; resubmission of student's own original work; mark of zero; detention; and/or suspension.

Learning Skills

The following learning skills will be taught and assessed throughout the course and will be shown on the report card. Student performance in these skill areas will not be included in the final numeric mark. It is important to remember, however, that the development and consistent practice of these skills will influence academic achievement. These skills include:

E - Excellent G – Good S - Satisfactory N - Needs Improvement

Responsibility	Organization
<ul style="list-style-type: none"> Completes and submits class work, homework, and assignments according to agreed upon timelines, and takes responsibility for and manages own behaviour. 	<ul style="list-style-type: none"> Develops a plan for completing work, establishes priorities and manages time to complete tasks and achieve goals.
Independent Work	Collaboration
<ul style="list-style-type: none"> Uses class time appropriately to complete tasks 	<ul style="list-style-type: none"> Builds healthy relationships and accepts various roles and an equitable share of work in a group.
Initiative	Self-Regulation
<ul style="list-style-type: none"> Approaches tasks with curiosity and interest and demonstrates a willingness to take risks. 	<ul style="list-style-type: none"> Perseveres through challenges, and seeks clarification or assistance when needed.