

**RICHVIEW COLLEGIATE INSTITUTE**  
**2019-2020**

PROGRAM AREA: <b>Business Studies</b>	COURSE NAME: <b>Marketing Fundamentals</b>
COURSE CODE: <b>BMI3C1</b>	GRADE/LEVEL: <b>Grade 11, Open</b>
PREREQUISITE: <b>N/A</b>	CREDIT VALUE: <b>1.0</b>
TEACHER: <b>Mr. Sloan</b>	CONTACT DETAILS: <a href="mailto:ryan.sloan@tdsb.on.ca">ryan.sloan@tdsb.on.ca</a>
TEXTBOOKS/RESOURCES: <i>The World of Marketing: A Canadian Perspective</i> **cost of textbook replacement: \$100.00 (if lost or damaged)**	

**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:**

The course has four strands. Instruction and learning related to the expectations in strand A are to be interwoven with instruction and learning related to expectations from the other three strands B–D.

**Strand A: Marketing Fundamentals**

**Overall Expectations**

- 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.

**Strand B: The Marketing Mix**

**Overall Expectations**

- 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.

**Strand C: Trends in Marketing**

**Overall Expectations**

- 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.

**Strand D: The Marketing Plan**

**Overall Expectations**

- 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:

<b>Communication</b> 25%	<b>Knowledge and Understanding</b> 25%	<b>Thinking and Inquiry</b> 25%	<b>Application</b> 25%
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**Formative Evaluation:**

*(70% of the final mark will be based on evaluations conducted throughout the course)* All four achievement categories will not necessarily be evaluated in each evaluation task.

**Summative Evaluation:**

*(30% of the final mark will be based on a final evaluation in the form of culminating activities).* Summative evaluations will be assessed using the same percentage breakdown of achievement chart categories as shown above.

**Components of Summative Evaluation:**

1. Marketing Plan Report and Presentation 30%

**Students’ Responsibilities for Assessments:**

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 Mr. Sloan to avoid getting a zero on the assessment that they have missed.
2. Students who miss an assessment (test, quiz, presentation, assignment, summative) for an unauthorized reason will lose the opportunity to complete the assessment and will receive a mark of zero for the assessment.

**Learning Skills:**

The report card provides a record of the learning skills, demonstrated by the student in every course in the following six categories: Works Independently, Teamwork, Organization, Work Habits/Homework, Initiative and Self-Regulation. The learning skills are evaluated using a four-point scale (E-Excellent, G-Good, S-Satisfactory, N-Needs Improvement). Please refer to the Student Agenda Planner for details regarding the Achievement Chart and Learning Skills.