

RICHVIEW COLLEGIATE INSTITUTE

Student Course Outline/Parent Information Sheet

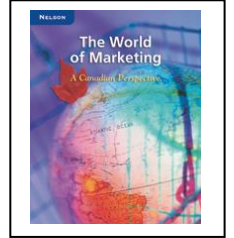
PROGRAM AREA: Business Studies	COURSE NAME: Marketing
COURSE CODE: BMI 3C1	GRADE/LEVEL: Grade Eleven
PREREQUISITE: None	CREDIT VALUE: One

Teacher: R. Sloan

Cost of Textbook/Equipment Replacement: \$100.00

Textbooks: The World of Marketing: A Canadian Perspective © 2003 (Nelson):

Room Number: 223



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, and produce a marketing plan for a product of their choice.

CURRICULUM STRANDS (UNITS) and OVERALL EXPECTATIONS:

UNIT 1: 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.

UNIT 2: 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.

UNIT 3: 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.

UNIT 4: 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 or strands.

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

Communication (30%)	Knowledge/Understanding (20%)	Thinking and Inquiry (20%)	Application/Making Connections (30%)
Demonstrating the ability to communicate information and ideas through written and oral communication for different audiences and purposes using a variety of forms. Examples for this course include analysis of business case studies, in-class presentations (individual or group based) and in-class activities (individual and group based).	Demonstrating knowledge of facts and terms, understanding concepts, principles and theories and their relationship to one another and society. Examples for this course include multiple choice test questions, quizzes and in-class activities (individual and group based).	Demonstrating critical and creative thinking skills through decision-making and problem solving. Also includes analysing and evaluating information and drawing conclusions. Examples for this course include test true/false questions, quizzes and in-class activities (individual and group based).	Demonstrating the ability to apply knowledge, skills and concepts to real life situations. Examples for this course include long answer test questions and course assignments.

30% Final Evaluation: 1. _____ Marketing Plan _____

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 following learning skills will be assessed throughout the duration of the course and will be shown on the report card.

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.

