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|  |  | **Course Outline and Evaluation Summary**  Course Code: **BMI3C1** | |  |
|  | Title of Course: **Marketing: Goods, Services & Events** | 416-395-3210 | |
|  | Department: **Business** |  | |

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| **Course Description** |
| Marketing is more than just advertising and identifying what the customer wants; marketing encompasses a range of business activities, including purchasing, selling, distribution, customer service, marketing research, and promotion, as well as advertising. In the language of marketing, the term product includes goods, services, and events. The information age, prevalence of multimedia networks, informed consumers, and the expanding global marketplace have changed the tactics and strategies employed by today’s diverse types of business, both for-profit and non-profit. Students will examine how branding, product positioning, and target marketing form part of a business’s dynamic marketing plan. In addition, students will identify the potential for employment in the complex world of marketing. |

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| **Course Evaluation** | | | | | |
| Course evaluations incorporate one or more of the achievement categories (KICA). A brief description of each category can be found [here](https://www.dcp.edu.gov.on.ca/en/assessment-evaluation/categories-of-knowledge-and-skills). The final grade is calculated using the weighted percentages below. | | | | | |
| **Term Work:** | **A variety of tasks where you show your learning and have marks assigned using the Achievement Categories/Strands** | | **Summative**  **Evaluation:** | **Marked summative tasks which assess your learning on the entire course** | |
| 70% | 20% | Knowledge & Understanding | 30% | 15% | Culminating Task |
| 30% | Thinking & Inquiry |
| 30% | Application | 15% | Final Exam |
| 20% | Communication |

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| **Learning Skills** |
| Learning skills provide information to help students understand what skills, habits and behaviors they need to work on to be successful. These are not connected with any numerical mark. A brief description of each skill can be found [here](http://www.edu.gov.on.ca/eng/policyfunding/growsuccess.pdf#page=17).  **Responsibility, Organization, Independent Work, Collaboration, Initiative and Self-Regulation**  E – Excellent G – Good S – Satisfactory N – Needs Improvement |

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| **Required Materials** |
| Any educational resource required for this course will be provided by the school. It is the student’s responsibility to come to class with these materials. |

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| **School/Departmental/Classroom Expectations** |
| **Attendance:** The student is expected to attend class on time. Parents/guardians will be contacted if lates/attendance becomes an issue/hindrance. If the student knows about an absence in advance, they should contact the teacher.  **Plagiarism/Cheating:** A mark of 0 will be assigned for any work submitted that does not belong to the student. A mark of 0 will be assigned to a student who was found to have cheated. Parents/guardians will be informed.  **Missed Work:** If a student is absent from class, (e.g. illness, sports team) it is **their** responsibility to find out what they have missed and to catch up. The student is responsible for completing all of the work that was missed due to an absence. If a student misses an assignment or test without a legitimate explanation and documentation, marks up to and including the full value of the evaluation may be deducted. Make-up tests must be arranged to be written.  **Late Work:**  Late work may result in a deduction of marks up to and including the full value of the evaluation. |

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| **Course Assessment Tasks** | | | |
| ***Unit/Topic/Strand*** | ***Big Ideas*** | ***Major Assignments / Evaluations*** | ***Estimated Duration*** |
| Unit 1:  Marketing Fundamentals | * The Marketing Concept * Functions of Marketing * Importance of Marketing to the Customer * Target Markets and Market Segmentation * Features of Market-Oriented Economic Systems | * Unit Test * Case Study | *17 classes* |
| Unit 2:  Economics and Market Research | * What Is an Economy and the Role of Government in the Economy * Supply and Demand * Importance of Market Research * Types of Market Research * The Market Research Process and Conducting Market Research | * Supply and Demand graphing and analysis * Market Research Group Project | *18 classes* |
| Unit 3:  The 4 P’s: Product Marketing | * The Product Life Cycle * Developing New Products and Managing Your Product Mix * Branding and Positioning * Packaging | * Case Studies (2) * Unit Test * Packaging project | *25 classes* |
| Unit 4:  The 4 P’s: Pricing, Promotion and Distribution | * Opportunities and Trends in International Business * Common Mistakes and Problems | * Short Test * Case Study | *20 classes* |
| Culminating Task | * Creating a Marketing Plan | * Group project developing a Marketing Plan for a new product idea of your own | 8 classes |