

BMI3C

Marketing: Goods, Services & Events

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 product a marketing plan for a product of their choice.

Topics:

- Marketing fundamentals
- Marketing Mix
- Trends in Marketing
- The Marketing Plan



For more information, see a Business Studies Teacher