

# Marketing: Goods, Services, Events BMI3C1

<p><b>Course Description:</b></p> <p>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.</p>	<p><b>Level:</b> College</p> <p><b>Credit Value:</b> 1.0</p> <p><b>Pre-requisite:</b> None</p> <p><b>Department:</b> Business Studies &amp; Coop</p> <hr/> <p><b>Course Fees:</b></p>
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<p><b>Textbooks &amp; Resources:</b></p> <ul style="list-style-type: none"> <li>• Growing Success: Assessment, Evaluation and Reporting in Ontario Schools</li> <li>• The Ontario Curriculum, Grades 11 and 12: Business Studies, 2006, (revised)</li> <li>• Notman and Wilson. The World of Marketing: A Canadian Perspective, Thomson Nelson. Toronto. 2003</li> </ul>
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<p><b>Course Evaluation:</b> Student Evaluation consists of three components...</p>					
<p><b>1) Learning Skills &amp; Work Habits:</b></p>					
<p>Students are evaluated on 6 Learning Skills &amp; Work Habits. They are:</p> <ul style="list-style-type: none"> <li>• Responsibility</li> <li>• Organization</li> <li>• Independent Work</li> <li>• Collaboration</li> <li>• Initiative</li> <li>• Self-Regulation</li> </ul>	<p>These six attributes are evaluated on a scale of Excellent (E), Good (G), Satisfactory (S) &amp; Needs Improvement (N) and reported on the report card. They <b>are not</b> included in the course mark, unless specified in the curriculum expectations</p>				
<p><b>2) Term Mark (Assessment of Learning):</b></p>					
<p>Student performance standards for knowledge and skills are described in the curriculum Achievement Chart. The curriculum is assessed in four categories:</p> <ul style="list-style-type: none"> <li>• Knowledge and Understanding 15%</li> <li>• Thinking and Inquiry 15%</li> <li>• Communication 20%</li> <li>• Application 20%</li> </ul>	<p>Evaluation of these four categories generates the term mark. The term mark accounts for 70% of the final mark.</p> <p><b>It is the student's responsibility to submit evidence of learning.</b></p>				
<p><b>3) Final Evaluation (Assessment of Learning):</b></p>					
<p>The final evaluation, administered at or towards the end of the course is based on the evidence shown to the right. The final evaluation accounts for 30% of the final mark.</p>	<p>The final evaluation consists of:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 2px 10px 2px 10px;">Major Project</td> <td style="text-align: right; padding: 2px 10px 2px 10px;">10 %</td> </tr> <tr> <td style="padding: 2px 10px 2px 10px;">Exam</td> <td style="text-align: right; padding: 2px 10px 2px 10px;">20 %</td> </tr> </table>	Major Project	10 %	Exam	20 %
Major Project	10 %				
Exam	20 %				
<p><b>Final Mark = 70% Term Mark + 30% Final Evaluation</b></p>					
<p>For a detailed description on Course Evaluation, see "How Did I Get That Mark!" at <a href="http://www.satec.on.ca">www.satec.on.ca</a></p>					

<p><b>Course Conduct Policies:</b> See Student Agenda.</p>
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**Course Outline:**

**Please retain this page in the front of your notebook for future reference.**



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Unit	Description	Approximate Length	Major Unit Evaluation
Unit 1	Marketing Fundamentals <ul style="list-style-type: none"> <li>• Marketing Concepts</li> <li>• Consumers and Competition</li> <li>• Market Research</li> </ul>	3 weeks	Chapter Unit Tests Infomercial Group Project
Unit 2	The Marketing Mix <ul style="list-style-type: none"> <li>• Positioning</li> <li>• Pricing</li> <li>• Place (aka Distribution)</li> <li>• Promotion</li> </ul>	4 weeks	Chapter Unit Tests Group Seminar Project
Unit 3	Trends in Marketing <ul style="list-style-type: none"> <li>• Information Technology in Marketing</li> <li>• Issues in Marketing</li> <li>• International Marketing and the Global Marketplace</li> <li>• Not for Profit Marketing</li> </ul>	4 weeks	Chapter Unit Tests Packaging Assignment
Unit 4	Marketing Career Opportunities (to be done throughout the course) <ul style="list-style-type: none"> <li>• Career Paths in Marketing</li> <li>• Employability Skills</li> </ul>	3 weeks	Career Profile Assignment
Unit 5	The Marketing Plan <ul style="list-style-type: none"> <li>• Marketing Plan Process</li> <li>• Preparing a Marketing Plan</li> </ul>	3 weeks	Business Marketing Plan

**Note: Order that the units are delivered may change due to student needs and resources available during the course.**

### General Information:

- Mall Field Trip – preparations and details given prior to event.
- Extra Help can be obtained from the teacher, the Internet and other reliable sources.
- A Business Certificate is awarded if four (4) or more Business Courses are taken throughout the 4 years at SATEC.