

SIR WILFRID LAURIER SECONDARY SCHOOL
INTRODUCTION TO MARKETING (BMI3C)

Credits : One

Course Outline:

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.

UNIT 1: Marketing Fundamentals

20 Hrs

Overall expectations

By the end of this course, students will:

- describe the process by which goods and services are exchanged;
- explain how marketing influences consumers and competition;
- 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: Competition and Marketing Research

25 Hrs

Overall expectations

By the end of this course, students will:

- 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;

UNIT 3: The Marketing Mix Part 1(Product, Pricing)

30 Hrs

Overall expectations

By the end of this course, students will:

- explain the stages of product development;
- explain the factors involved in the pricing of goods, services, and events;

UNIT 4: The Marketing Mix Part 2 (Distribution, Promotion) 25 Hrs

Overall expectations

By the end of this course, students will:

- 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 5: Trends in Marketing

10 Hrs

Overall expectations

By the end of this course, students will:

- 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.

EVALUATION

The final grade for each course:

- 70% of the grade will be based on assessment and evaluation conducted throughout the course.
- 30% of the grade will be based on summative evaluations administered towards the end of the course.

Summative: Marketing Plan

By the end of this course, students will:

- 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.

Guidelines for Missed Evaluations and Academic Fraud:

1. Upon missing a test or presentation, students will be required at the teacher's discretion, either to;

- a) Complete the test or presentation immediately upon return to school; or
- b) Make arrangements with the teacher for a make-up; or
- c) Write the missed test Friday morning at 7:30 a.m. of that week.

Failure to complete it according to the negotiated schedule will result in a mark of zero.

Note: Certain forms of formal summative evaluations (exams, summative project presentations, etc.) are time sensitive. This means they must be completed at and within a specific time. Students must be present for these summative evaluations.

2. If an assignment is late or incomplete, a student will be provided with a second opportunity. Students who are provided with a second opportunity, **shall do so within five school days**. If no evidence is forthcoming after five days, a mark of zero will be assigned.

3. Copied, borrowed or stolen work provides no evidence of learning. Teacher will document and archive the work in question. Students may be allowed to resubmit the assignment. The teacher and administrator will define the parameters for the completion of this task.

Attendance Policy:

- You are responsible for catching up on class notes and completing any assignments for which you were absent
- Your parents are required to notify the office when you are absent
- End-of-course evaluations, (e.g. summative activity or final examination) are time-sensitive. Attendance is mandatory for these evaluations. **All missed course exams must be excused with a doctor's certificate**

General Course Information:

Textbook: The World Of Marketing (\$ 98.95)
