

**Course Outline: Introduction to Marketing, Grade 11 College**

**Teacher:** Michael Pierog  
**Course Code:** BMI3C1

**Credit Value:** 1.0  
**Prerequisite:** None

**Course Description:**

This blended-learning 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 marketing ideas and plans for different types of products.

**Online Resource: D2L, School Connect Class Folder**

Curriculum Strands:	
<ul style="list-style-type: none"> <li>describe the process by which goods and services are exchanged</li> </ul>	<ul style="list-style-type: none"> <li>demonstrate an understanding of the strategies involved in the promotion of goods, services, and events</li> </ul>
<ul style="list-style-type: none"> <li>explain how marketing influences consumers and competition</li> </ul>	<ul style="list-style-type: none"> <li>explain the effects of new information technologies on marketing strategies and consumer trends</li> </ul>
<ul style="list-style-type: none"> <li>demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyze marketing-related information</li> </ul>	<ul style="list-style-type: none"> <li>identify and describe various environmental, ethical, social, and legal issues that affect marketing activities</li> </ul>
<ul style="list-style-type: none"> <li>analyze marketing strategies used by organizations in the not-for-profit sector</li> </ul>	<ul style="list-style-type: none"> <li>demonstrate an understanding of the potential for participation in the global marketplace</li> </ul>
<ul style="list-style-type: none"> <li>compare the factors that influence marketing methods and activities in the global economy</li> </ul>	<ul style="list-style-type: none"> <li>summarize, based on computer research, career pathways in marketing</li> </ul>
<ul style="list-style-type: none"> <li>explain the stages of product development</li> </ul>	<ul style="list-style-type: none"> <li>develop marketing ideas and plans for a good, service, or event</li> </ul>
<ul style="list-style-type: none"> <li>explain the factors involved in the pricing of goods, services, and events</li> </ul>	<ul style="list-style-type: none"> <li>analyze the uses of market planning</li> </ul>
<ul style="list-style-type: none"> <li>compare a variety of distribution strategies and the logistics associated with them</li> </ul>	

Units of Study:
<b>Unit 1: Introduction to Marketing</b>
<b>Unit 2: The Marketing Mix</b>
<b>Unit 3: Marketing Research</b>
<b>Unit 4: Target Marketing</b>
<b>Unit 5: Trends in Marketing</b>
<b>Summative Tasks</b>

**Assessment & Evaluation:**

Term Work: 70%	Final Summative: 30%
<ul style="list-style-type: none"><li>• Unit Assignments</li></ul>	Summative Project 1 = 15%
<ul style="list-style-type: none"><li>• Unit Quizzes</li></ul>	Summative Project 2 = 15%
<ul style="list-style-type: none"><li>• Group/Class Activities</li></ul>	

**Within each Curriculum Strand, the following Achievement Chart Categories will be used for individual evaluations:** Knowledge/Understanding (30%), Thinking/Inquiry (20%), Communication (20%), Application (30%)

**Learning Skills and Work Habits:** The following Learning Skills and Work Habits are evaluated regularly using a scale of Excellent, Good, Satisfactory or Needs Improvement:

- Responsibility
- Organization
- Independent Work
- Collaboration
- Initiative
- Self-Regulation

**Growing Success:** Students will be assessed through a combination of conversation, observation, and product. Success criteria, exemplars and ongoing descriptive feedback will be used to support student learning. Assessment will be varied in nature, and administered over a period of time to provide multiple opportunities for students to demonstrate the full range of their learning. The final grade should reflect the student’s most consistent level of achievement, with special consideration given to more recent evidence. (*Growing Success, 2010*)

**Teaching Strategies:** A variety of teaching and learning strategies will be incorporated throughout the course including the delivery of online content through D2L as well as multiple opportunities for learning through class/group activities, discussions and lectures.

