



Westside Secondary School

Orangeville, Ontario, Canada

519.938.9355

<http://www.ugdsb.on.ca/westside>

Course: BMI 3C- Marketing: Goods, Services, Events

Teacher: Ms. Dhoot

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Program leader: Mr. Marchildon

Course Description: 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.

(Prerequisites: None)

Area of Study	Overall Expectations. By the end of the course, students will:
Marketing Fundamentals	<ul style="list-style-type: none"> - Describe the process by which goods and services are exchanged; - 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; - 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.
The Marketing Mix	<ul style="list-style-type: none"> - Explain the stages of product development; - Explain the factors involved in the pricing of goods, services, and events; - 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.
Trends in Marketing	<ul style="list-style-type: none"> - 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.
The Marketing Plan	<ul style="list-style-type: none"> - 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.

Big Ideas:

- ★ The marketplace is where consumers and marketers interact
- ★ The 4P's are the cornerstone of marketing
- ★ Technology provides opportunities and challenges to marketers in today's digital world
- ★ Planning increases your chance of having a successful product launch.

Assessment and Evaluation:

Formative assessments are used to improve student learning by providing varied opportunities to demonstrate an understanding of course expectations in preparation for summative evaluations. Summative evaluations test groups of key expectations. Failure to complete a summative evaluation may result in the expectations of the course not being met and the credit not being granted.

Achievement Categories:

Student learning is assessed and evaluated with respect to the following four categories of knowledge and skills:

- ★ Knowledge and Understanding: 25%
- ★ Thinking and Inquiry: 25%
- ★ Communication: 25%
- ★ Application: 25%

Term Work is worth 70% of final mark & Final Evaluation is worth 30% of final mark.

	Term Work (70%)
Unit of Study	Summative Evaluations
Marketing Fundamentals	Sports Drink Assessment Target Market Assessment Market Research Assignment Unit Test
The Marketing Mix	4 P's Assignment Unit Test
Trends in Marketing	Trends Assignment
The Marketing Plan	Assignment
	Final Summative (30%)
	- Culminating Project (20% of final mark)
	- Final Examination (10%)

Assignment/ Late Policy:

- Students are expected to complete all assigned work and submit it by the teacher's established due date. Every attempt will be made to encourage students to complete all assigned work on time so their grade represents their actual achievement. For late and missed summative assessments, please see the ***Westside Students'***

Contract for Missing Evidence of Learning .

- Extra help is *always* available, however, it is each student's responsibility to make every effort to arrange appointments during non-instructional hours of the day.

The following soft skills will be assessed:

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

More details about Westside's Assessment and Evaluation Policy is available at:

<http://www.ugdsb.ca/westside/wpcontent/uploads/sites/74/2016/12/Westside-Assessment.pdf>

Electronic Devices:

- The business department at Westside has a policy that no electronic devices (eg. Cell phones, tablets, iPods, laptops, mp3 players, etc.) are allowed to be used during evaluations - Each student is required to have a calculator available when needed. Please, nothing fancy is required. The calculator just needs to add, subtract, multiply and divide.

Student Conduct/ Expectations:

Every student enrolled in business studies at Westside is expected to:

- ★ Be on time to class
- ★ Be prepared for class each and every day. This means you bring a writing utensil and paper - actively participate in class discussions
- ★ Complete homework assigned
- ★ Learn to problem solve using the techniques you will learn in class

For more information on the rules of conduct, please refer to the school's website at:

<http://www.ugdsb.on.ca/westside>

Final Assessments/Examinations Culminating activities for each unit must be completed by the student in order to achieve the credit. Failure to complete any one of them may result in loss of credit. There are no extensions or exemptions for final assessments without the approval from an administrator.

I have read and understand the course outline:

Name: _____ Signature: _____

Parent/Guardian Name : _____ Signature: _____

Parent/Guardian email: _____