



**Westside Secondary School**  
 Orangeville, Ontario, Canada  
 519.938.9355  
<http://www.ugdsb.on.ca/westside>

**Course: BMX 3E- Marketing: Retail and Service**

**Teacher: Ms. Dhoot**

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Program leader: Mr. Marchildon

**Course Description:** This course focuses on marketing activities in the retail and service sectors. Students will examine trends and global influences on marketing decisions, and will learn about the importance of customer service in developing a customer base and maintaining customer loyalty. Through hands-on learning, students will develop personal selling and information technology skills that will prepare them for a variety of marketing-related positions in the workplace. **(Prerequisites: None)**

Area of Study	Overall Expectations. By the end of the course, students will:
<b>Marketing Fundamentals</b>	- Assess how the marketing mix is applied in the retail and service industries; - Assess how consumer characteristics and preferences affect retail and service activities; - Identify and explain the factors that affect competition; - Analyse the process of buying and selling in the retail and service industries.
<b>Trends in Retail and Service Marketing</b>	- Explain the effects of new information technologies on marketing in the retail and service industries; - Describe the major types of business emerging in the retail and service sectors; - Identify and describe various environmental, ethical, social, and legal issues that affect the retail and service industries; - Explain the importance of global trends to the retail and service industries.
<b>Retail and Service Operations</b>	- Identify and describe various methods of inventory control; - Describe and demonstrate merchandise and service presentation techniques; - Describe the role of the human resources function in retail and service businesses.
<b>Marketing for Success in the Retail and Service Sectors</b>	- Explain the importance of customer service in the retail and service industries; - Demonstrate an understanding of the importance of personal selling skills in the retail and service industries; - Identify and implement appropriate strategies for exploring current career opportunities in the retail and service industries.

**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.*

	<b>Term Work (70%)</b>
<b>Unit of Study</b>	<b>Summative Evaluations</b>
Marketing Fundamentals	Assignment
Trends in Retail and Service Marketing	Assignment
Retail and Service Operations	Assignment
Marketing for Success in the Retail and Service Sectors	Assignment
	<b>Final Summative (30%)</b>
	- Culminating Project

**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.*

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**I have read and understand the course outline:**

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Parent/Guardian Name : \_\_\_\_\_ Signature: \_\_\_\_\_

Parent/Guardian email: \_\_\_\_\_