



MISSISSAUGA SECONDARY SCHOOL
Business Education
Marketing: Goods, Services, Events

Ministry Document: The Ontario Curriculum,
 Grades 11 and 12,
 Business Studies, 2006.

Course Type: College
 Course Code: BMI 3C0
 Department: Business
 Teacher(s): Mississauga Staff
 Date: --



OVERVIEW:

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.

PREREQUISITE: NONE

TEXT: THE WORLD OF MARKETING,
 Thompson Nelson Publishing, Toronto, 2003

COURSE CONTENT:

UNITS		OVERALL EXPECTATIONS
1	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 the importance of marketing research to a business; 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.
2	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; demonstrate an understanding of the strategies involved in the promotion of goods, services and events.
3	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.
4	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.

EVALUATION:

Assessment and evaluation in this course will be based on provincial curriculum expectations incorporating four broad categories.

Term Evaluation – 70%				Final Evaluation – 30%
Knowledge (~25%)	Application (~40%)	Thinking/Inquiry (~10%)	Communication (~25%)	Summative (100%)
<ul style="list-style-type: none">• Tests• Assignments• Presentations	<ul style="list-style-type: none">• Projects• Reports• Case Studies• Assignments	<ul style="list-style-type: none">• Case Studies• Projects• Report Research	<ul style="list-style-type: none">• Reports• Case Studies• Presentations• Projects	<ul style="list-style-type: none">• Exam• Project• Presentation• etc.

* NOTE: "~" Means evaluation percentages are approximate.