

# St. Clair Catholic District School Board

## STUDENT INFORMATION SHEET / OUTLINE OF COURSE OF STUDY

School:	Ursuline College "The Pines"
Department:	Business
Program Head:	Mr. Dodok
Ministry Document:	Business Studies Grades 11 and 12 - 2006
Course Title:	Introduction to Marketing
Course Type:	College Preparation
Grade:	11
Course Code:	BMI 3C
Credit:	One Full
Prerequisite:	None
Teacher(s):	
Date:	

### **Course Description:**

This course introduces the fundamental concepts of marketing, with an emphasis on in-depth analysis of the influence of changes in the economy and global marketplace, trends and issues, and the impact of technology. Students will analyse the buying patterns of various consumers and the effect of marketing strategies, and will engage in marketing research. Students will also develop and present a marketing plan for a specific product.

### **How This Course Supports the Ontario Catholic Graduate Expectations:**

Through the use of the Catholic course profile as well as additional resources (I.C.E. documents) the Ontario Catholic Graduate expectations will be addressed.

### **How this Course Supports the competencies of Choices Into Action:**

Career Exploration Activities through classroom experience (page 19, Choices Into Action).

## 1. Overall Expectations for Student Learning

Through this course, students will be expected to demonstrate knowledge, skills and values related to the following Strands:

### ***Strand: The Marketing Process***

- Process by which goods and services are exchanged
- Marketing methods and activities in the global economy
- How marketing influences consumers and competition
- Marketing research

### ***Strand: The Marketing Mix***

- Requirements for a product to be positioned successfully
- Factors involved in product pricing
- Product marketing and product promotion
- Distribution strategies

### ***Strand: Trends in Marketing***

- New information technologies on marketing strategies
- Environmental, ethical, and legal concerns that relate to marketing
- International, national, regional, and local marketing
- Marketing strategies used by not-for-profit organizations

### ***Strand: Marketing Opportunities***

- Effective marketing plan for a particular product
- Career paths available in the marketing industry
- Personal-employability skills related to marketing, & potential marketing careers

## 2. Expectations re: Learning Skills

It is expected that students will also demonstrate the following: (this is not intended to be an exhaustive list)

- \* Independent working ability
- \* Team work ability
- \* Organizational skills on a daily basis
- \* Strong work habits during class time
- \* Completed homework and assignments
- \* Initiative in all areas of the course

Learning skills will be assessed accurately and rigorously according to criteria which have been clearly communicated to students and will be reported separately from student achievement of the curriculum expectations.

The student's demonstrated learning skills in each course will be evaluated using the four-point scale (E-excellent, G-Good, S-Satisfactory, N-Needs Improvement) and will be separated from the reporting of achievement.

## 3. Supports For Higher Learning:

Whenever accommodations are made to address student learning needs, or alternative or modified expectations are identified for a student, these accommodations, modifications, or alternative expectations will be outlined in an IEP and will be communicated to parents.

#### 4. Course Breakdown & Assessment and Evaluation Strategies

	Unit Title / Description	Assessment & Evaluation Strategies	Unit Planning Notes
Unit 1	The Marketing Process	Checklists, presentation, report, test, quiz or task performance	
Unit 2	The Marketing Mix	Checklists, presentation, report, test, quiz or task performance	
Unit 3	Trends in Marketing	Checklists, presentation, report, test, quiz or task performance	
Unit 4	Marketing Opportunities	Checklists, presentation, report, test, quiz or task performance	
Final Evaluation	Culminating Project	Written Exam	

#### 5. Key Dates, Special Events and Additional Considerations:

- Interaction with community with possible guest speakers and/or possible field trip
- Presentations will use a variety of media
- All dates are flexible depending on availability of computer labs and personnel in the community

#### 6. Teaching/ Learning Strategies:

Instructions in this course will include but not be limited to the following:

- Group work
- Pairs activities (peer evaluation)
- Whole class activities
- Presentations
- Videos
- Computer lab work
- Research (electronic and other)

## 7. Assessment and Evaluation of Student Learning

Student achievement of the learning expectations will be evaluated according to the following breakdowns:

CATEGORIES OF KNOWLEDGE, SKILLS AND VALUES	WEIGHTING (%)	
	TERM EVALUATION	FINAL EVALUATION ACTIVITY
Knowledge / Understanding	25%	
Thinking / Inquiry	25%	
Communication	25%	
Application / Making Connections	25%	
<b>BREAKDOWN OF FINAL MARK</b>	<b>70%</b>	<b>30%</b>
		<b>=100%</b>

## 8. Learning Resources:

You will be given a rubric in most cases when a summative task is to be completed.

## 9. School, Department and Classroom Policies:

The following policies apply to this course:

- No chewing gum, eating food, or drinking beverages in the computer labs
- Use your daily planner for assignments to help with time management
- Bring all required school materials to class (notebook, textbook, calculator, etc.)
- Have a signed "Acceptable User Policy for Computers"
- Keep track of personal marks and achievements
- Respect for each other and each other's personal property and space

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To the Student and Parent(s) or Guardian(s):

We have read and understood this Student Information Sheet / Outline of Course of Study.

Course Code: BMI 3C

Subject: Introduction to Marketing

Student: \_\_\_\_\_

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

Date: \_\_\_\_\_

Date: \_\_\_\_\_

