

Henry Street High School

BMI 3C1

Marketing, Grade 11, College Preparation

COURSE OUTLINE

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. Students will engage in marketing research, develop marketing strategies and produce a marketing plan for a product of their choice.

UNITS OF STUDY

UNIT 1 – Marketing Fundamentals

UNIT 2 – The Marketing Mix

UNIT 3 – Trends in Marketing

UNIT 4 – Marketing Plan

ASSESSMENT AND EVALUATION

Evaluation

In this course you will be evaluated on the following:

25% Knowledge/Understanding (test/quizzes)

15% Thinking/Inquiry (major assignments)

10% Communication (presentations)

20% Application (case studies)

15% Final Summative Project

15% Exam

OTHER INFORMATION

Text:

The World of Marketing. Replacement Cost: \$90.