



# Cardinal Leger Secondary School

75 Mary Street, Brampton, Ontario, L6W 3K5 \* Tel: (905)453-2232

*We believe that each one, created in the image and likeness of God, is called by name into the Dufferin-Peel community to realize the Ontario Catholic School Graduate Expectations to the fullest extent possible as we all journey from the early years to vocation.*

## COURSE OUTLINE

<b>Department:</b>	Business and Technology
<b>Course:</b>	Marketing: Goods, Services, Events
<b>Course Code:</b>	BMI 3C1

<b>Common Course Calendar</b>	<b>Course Description:</b>	
	<p>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.</p> <p>This course helps students to meet the Ontario Catholic School Graduate Expectations by promoting effective communication, decision-making, problem-solving, time and resource management skills.</p>	
<b>Ministry/ICE Curriculum Documents</b>	<b>Strand/Unit Title</b>	<b>Corresponding Catholic Graduate Expectation Indicators for each Strand/Unit</b>
	<p><b>Marketing Fundamentals</b></p> <ul style="list-style-type: none"> <li>• Describe the process by which goods and services are exchanged;</li> <li>• Explain how marketing influences consumers and competition;</li> <li>• 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;</li> <li>• Analyse marketing strategies used by organizations in the not-for-profit sector;</li> <li>• Compare the factors that influence marketing methods and activities in the global economy.</li> </ul> <p><b>The Marketing Mix</b></p> <ul style="list-style-type: none"> <li>• Explain the stages of product development;</li> <li>• Explain the factors involved in the pricing of goods, services, and events;</li> <li>• Compare a variety of distribution strategies and logistics associated with them;</li> <li>• Demonstrate an understanding of the strategies involved in the promotion of goods, services, and events.</li> </ul> <p><b>Trends in Marketing</b></p> <ul style="list-style-type: none"> <li>• Explain the effects of new information technologies on marketing strategies and consumer trends;</li> <li>• Identify and describe various environmental, ethical, social, and legal issues that affect marketing activities;</li> <li>• Demonstrate an understanding of the potential for participation in the global marketplace;</li> <li>• Summarize, on the basis of computer research, career pathways in marketing.</li> </ul> <p><b>The Marketing Plan</b></p> <ul style="list-style-type: none"> <li>• Explain the process of developing a marketing;</li> <li>• Develop a marketing plan for a good, service, or event;</li> <li>• Analyse the uses of a marketing plan.</li> </ul> <p><b>Marketing for Success in the Retail and Service Sectors</b></p> <ul style="list-style-type: none"> <li>• Explain the importance of customer service in the retail and service industries;</li> <li>• Demonstrate an understanding of the importance of personal selling in the retail and service industries;</li> <li>• Identify and implement appropriate strategies for exploring current career opportunities in the retail and service industries</li> </ul>	<p>CGE2e</p> <p>CGE2b</p> <p>CGE3c</p> <p>CGE3f</p> <p>CGE4f</p>

## Assessment and Evaluation:

Category Weightings	Weight %
Knowledge/Understanding	20
Thinking	25
Application	30
Communication	25

Final Summative Assessments	Overall Weighting
Term Work	70 %
Exam	20%
Culminating Task	10%
	100%

## Learning Skills and Work Habits

E= excellent G= good S=satisfactory N= needs improvement

Responsibility	<ul style="list-style-type: none"> <li>takes responsibility for and manages own behavior</li> <li>completes and submits class work, homework, and assignments according to agreed-upon timelines</li> </ul>
Organization	<ul style="list-style-type: none"> <li>establishes priorities and manages time</li> <li>identifies, gathers, evaluates, and uses information, technology, and resources to complete tasks</li> </ul>
Independent Work	<ul style="list-style-type: none"> <li>independently monitors, assesses, and revises plans to complete and meet goals</li> <li>uses class time appropriately to complete tasks</li> </ul>
Collaboration	<ul style="list-style-type: none"> <li>accepts various roles and an equitable share work in a group</li> <li>builds healthy peer-to-peer relationships</li> </ul>
Initiative	<ul style="list-style-type: none"> <li>Looks for and acts on new ideas and opportunities</li> <li>Approaches new tasks with a positive attitude</li> </ul>
Self-Regulation	<ul style="list-style-type: none"> <li>Sets own goals and monitors progress towards achieving them</li> <li>Seeks clarification or assistance when needed</li> </ul>