



Cardinal Leger Secondary School

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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

Department:	Business and Technology
Course:	Marketing, Retail and Service
Course Code:	BMX 3E1

Common Course Calendar	Course Description:	
	<p>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.</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>	
Ministry/ICE Curriculum Documents	Strand/Unit Title	Corresponding Catholic Graduate Expectation Indicators for each Strand/Unit
	<p>Marketing Fundamentals</p> <ul style="list-style-type: none"> • 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. <p>Trends in Retail and Service Marketing</p> <ul style="list-style-type: none"> • 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. <p>Retail and Service Operations</p> <ul style="list-style-type: none"> • 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. <p>Marketing for Success in the Retail and Service Sectors</p> <ul style="list-style-type: none"> • 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. 	<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	35
Communication	20

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