



Fr. Michael Goetz Secondary School COURSE OUTLINE

COURSE: Gr. 11 Marketing

Code: BMI 3C1

TEXT: Marketing Essentials

Replacement cost: \$66.99

UNITS OF STUDY

1. The Marketing Process
2. The Marketing Mix
3. Trends in Marketing
4. Marketing Opportunities

EVALUATION

Knowledge/ Understanding	30%
Thinking/Inquiry	20%
Communication	20%
Application	30%
TOTAL	100%

Course work	70%
Final Exam	20%
CPT	10%

MISSED QUIZ, TEST, ASSIGNMENT, POLICY See student Agenda pp12-13

ASSESSMENT AND EVALUATION POLICY See Student Agenda

HOMEWORK POLICY See Student Agenda

CLASSROOM EXPECTATIONS / ROUTINES