

# BUSINESS STUDIES

ST. JOSEPH S.S.



COURSE INFORMATION

BMI 3C1

MARKETING:  
GOODS, SERVICES &  
EVENTS

EARN A BUSINESS  
CERTIFICATE



## MARKETING: GOODS, SERVICES & EVENTS Grade 11, College Preparation (BMI 3C1)

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.

Prerequisite: None

### COURSE OVERVIEW



BUSINESS STUDIES

EDUCATION THAT'S REFRESHING