



St. Joseph Secondary School
Department of Business Studies and Co-operative Education

Course Code: BMI3C
Course Name: Marketing: Goods, Services & Events
Level: Grade 11
College Preparation

Student's Name:

Textbook #:

Overall Course Expectations and/or Curriculum Strands:

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

Ontario Catholic School Graduate Expectations (Vision of the Learner):

The graduate is expected to be:

1. A discerning believer
2. An effective communicator
3. A reflective, creative and holistic thinker
4. A self-directed, responsible, lifelong learner
5. A collaborative contributor
6. A caring family member
7. A responsible citizen

Efforts will be made to meet the individual learning needs of students to promote student success with respect to meeting the expectations of this course.

My signature below indicates that I have read the Course Handout, and I am in agreement with its contents.

Parent's/Guardian's Signature: _____ **Date:** _____

Student's Signature: _____ **Date:** _____

Units of Study:

Unit 1: Marketing Fundamentals
Unit 2: The Marketing Mix
Unit 3: Trends in Marketing
Unit 4: The Marketing Plan

Resources:

The course will use a variety of resources which will be distributed to students during the first week of the course. The text and all other resources assigned to each student are the responsibility of the student.

Resources for this course include:

Textbook: The World of Marketing

Handouts provided by the teacher

Any damage incurred will result in payment for replacement. Replacement cost is the price of purchasing a new textbook.

Evaluation Policies

1. Student marks will be determined by evaluating process & product according to 4 categories (see below) & 4 levels of the Achievement Chart as found in the Ministry Policy document for the Business Studies and Co-operative Education Department.

Evaluation Structure:

Knowledge/Understanding	30%
Application	30%
Communication	20%
Thinking	20%

Term Evaluations = 70% of the final mark and Summative Evaluation = 30% of the final mark. Final Evaluations will include: (itemize; e.g. final examination = 20% & Culminating Performance Task = 10%)

2. Feedback will also be provided for student **learning skills:** Responsibility, Organization, Independent Work, Collaboration, Initiative and Self-Regulation are assessed apart from student achievement in the four categories outlined above and will conform to the coding:

E – Excellent G – Good S – Satisfactory N - Needs Improvement

3. **Assignments** submitted after the due date established by the teacher will receive a penalty **in accordance with our Board Assessment & Evaluation Policy Document** as outlined in the student agenda.
4. Should a student miss an evaluation due to a legitimate absence, **in accordance with our Board A&E Policy Document**, the student and teacher will make arrangements to address the missed evaluation in a timely manner. In the cases of **extended vacation** or **prolonged absence**, consultation with the appropriate administrator is required.
5. In the event that the student does not make up the missed evaluation(s), a zero may be assigned. If it is determined that the evaluation(s) has/have been missed as a result of a skip/truancy or has/have been plagiarized, a zero may be assigned.
6. For all other cases of absence and/or missed evaluations (including absence during the final examination period), please refer to our Board A&E Policy as outlined in the student agenda.

St. Joseph – Pray for Us and May God bless your efforts this semester!