

Marketing 11 - Course Outline

Teacher: Mr. Beatty

Course Name: Introduction to Marketing

Course Code: BMI3C0

Textbook: The World of Marketing-A Canadian Perspective. Notman and Wilson.

Website: <http://dhseagles.kpdsb.on.ca/~rbeatty> (no www)

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Course Description: This course introduces students to the fundamental concepts of marketing, with an emphasis on in-depth analysis of the influence of changes in the economy and global marketplace, trends and issues, and the impact of technology. Students analyze the buying patterns of various consumers, and the effect of marketing strategies, and engage in marketing research. Students also develop and present a marketing plan for a specific product.

Course Strands:

- The Marketing Process
- Marketing Opportunities
- The Marketing Mix
- Trends in Marketing

Topics of Study:

1. What is Marketing?
2. The Consumer
3. The Competitive Market
4. Marketing Research
5. Product Development
6. Positioning and Branding
7. Pricing
8. Distribution and Logistics
9. Advertising, Promotion, and Sales

Course Assessment/Evaluation:

Category/Strand/Unit	% of Final Mark
Knowledge/Understanding	20
Theory/Inquiry	15
Communication	15
Application/Making Connections	20
Subtotal	70
Culminating Activities	% of Final Mark
Final Project	15
Final Exam	15
Subtotal	30
TOTAL MARK	100

Your Responsibilities:

1. Attendance and Effort – Just as in a real career, each student is expected to attend each class, to be on time, arrive prepared, have respect for all in class and the class and its equipment and to use time in class productively. Expect a detention if you are late.
2. If for any reason you are away, it is YOUR responsibility to find out what you missed and get it turned in. The teacher is always the best resource for this information; however, fellow classmates may also be of assistance. If you know you will be missing a class, see me *before* you are away in order to get the work. You can also look on Mr. B’s website at <http://dhseagles.kpdsb.on.ca/~rbeatty>. All assignments and what we did each day should be posted there.
3. If you miss a test, **be prepared to write it the day you get back, during lunch.** Also, call the school so that your absence is excused or bring a note. An unexcused absence from a quiz or a test will result in a mark of zero.
4. It is expected that your homework will get done. Homework will be marked. If a student does not complete homework on a regular basis, an interview with parents may be arranged.

A Note to Parents/Guardians:

Hello Parents/Guardians: Please get involved in your child’s business education! Feel free to go to my website anytime and see what we are up to in *Marketing 11*. Go to <http://dhseagles.kpdsb.on.ca/~rbeatty> (no www). Then click on the Marketing 11 link. You will see things such as the course outline, our daily activities, student marks, and upcoming tests and assignments.

Please take the time to sign this course outline. Please feel free to call at me at 223-2316 ext. 639 or email me at the address on page 1 should you have any questions or concerns.

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