

## Welcome to BMI3CX

### 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.

### Course Outline

#### **Unit 1 –Marketing Fundamentals**

Students will define marketing and all the activities associated with marketing. In addition, they will look at a variety of marketing strategies and describe how marketing strategies will differ for different market segments. They will understand and compare how supply and demand affects marketing decisions as well. Students will learn the role and importance of marketing research in a business. They will identify tools and techniques that are used in marketing research. Students will understand the relationship between businesses and consumers as well as the competitive relationship between businesses.

#### **Unit 2 – The Marketing Mix**

Students will learn about the four Ps of marketing. They will learn about look at the product life cycle and the importance of branding and product regulations. They will look at the factor involved in and affecting the prices of goods as well as identify and compare different pricing strategies. Students will examine the importance of place in marketing, identifying and comparing different channels for product distribution. Finally, they will recognize the elements of product promotion and assess the effectiveness of different types of promotion.

#### **Unit 3 – Trends in Marketing**

Students will examine how new informational technologies have impacted marketing strategies and consumer trends. Next, they will describe various environmental, ethical, social, and legal issues affecting marketing activities. They will then look at marketing on a global scale as well as explore not-for-profit marketing. Finally, students will discover different career pathways in the field of marketing.

#### **Unit 4 – The Marketing Plan**

Students will learn about the process of developing a marketing plan and analyse the uses of a marketing plan before developing their own marketing plan as a final culminating assignment for the course.

### **ONLINE & OFFLINE COMPONENTS**

The design of this course is intended to offer a rich balance between online and offline elements. The following is a summary of the course components and their delivery format. Please refer to the individual unit outlines for specific details. Course content & instruction: *online* Communication between teacher and students: *online & offline* Collaboration between students: *online* Assessment & evaluation: *online & offline* Practise exercises, textbook work, readings etc: *offline*

**Assessment and Evaluation**

The mark breakdown for this course is as follows:

Knowledge/Understanding	25%	Tests, Assignments	70%	} Course Work
Thinking/Inquiry	25%			
Application	25%	ISP	15 %	} Final Evaluation
Communication	25%	Final Exam	15%	

Students will be required to write a 2-hour summative examination as well as complete a large summative project.

In addition to the above criteria, students will also be assessed on the Learning Skills and Work Habits (Responsibility, Organization, Independent Work, Collaboration, Initiative, Self-Regulation).

Participation is essential in class as it demonstrates your knowledge/understanding of course materials and your ability to communicate orally. Participation is counted as your completion of materials indicated within the lessons. Your participation will affect your Learning Skills assessment.

Students are expected to hand in assignments on time. If students need an extension, they must speak to the teacher prior to the due date.

Plagiarism is when you take someone else’s writing and/or ideas and say it is your own. Having someone else do your work and submitting it as your own is also considered plagiarism. It is a serious offence and any assignments found plagiarizing will automatically get a mark of 0.

**Student Contract**

I, \_\_\_\_\_, have read the following course outline. I understand and agree to the terms laid out in this document.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Teacher Signature: \_\_\_\_\_

Date: \_\_\_\_\_