



Glenview Park Secondary School

55 McKay Street, Cambridge, Ontario, N1R 4G6 (519) 621-9510 www.gps.wrdsb.ca

Marketing: BMI 3CI / BMI3DW Marketing: Goods, Services and Events

Teacher: Mr Scheele
Room: A-212 Block D

Teacher Contact Information: thies_scheele@wrdsb.ca

Course Description:

This course introduces the role of marketing in an organization, 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. For the BMI3DW student it provides the marketing component of the IB Business Management standard level course.

Required Learning: Big Ideas

1. Demonstrate how marketing influences consumers and competition.
2. Demonstrate an understanding of the stages of product development.
3. Describe the factors involved in the pricing of goods, services, and events.
4. Compare a variety of distribution strategies and the logistics associated with them.
5. Understand and demonstrate how companies use promotional strategies.
6. Explain the effects of new information technologies and social media on marketing strategies and consumer trends.
7. Identify and describe various environmental, ethical, social, and legal issues that affect marketing activities.

Evidence of Learning

List of particular demonstrations of knowledge & skills for both term (70) and final (30)

Consumer and Competition Assignments	70
Marketing Research Assignments	
Promotion Assignment	
Product Design Assignments	
Branding Assignments	
Ethical Issues Assignments	
Trends in Marketing Assignment	
Various in-class Assessments	
Final Evaluation: Summative Assignment	30
Internal Assessment (BMI3DW students only)	

Course Evaluation

Student work will be evaluated using a balance of the Ministry's four achievement chart categories: knowledge & understanding, thinking & inquiry, application, and communication.

Throughout the course, teachers will gather evidence of student learning through observations, conversations, and student-produced work.



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Seventy percent (70%) of the final mark will come from term work, and thirty percent (30%) will come from final evaluations. Report card grades will reflect the student's most consistent level of achievement, with consideration given to more recent evidence.

Due Dates for the BMI3DW / IB Business Management SL course ONLY

The IB Business Management SL course involves taking this course and the BOH4DW course in semester 2. The Independent Assessment (IA) must be started in the fall semester with the final IA submission being in March of semester 2. This involves a written commentary of an issue being faced by a company. It will require 5 sources as citations.

Business written commentary Proposal
Business IA Outline
Business Final IA

Wednesday December 11th
Monday January 13th
Monday March 9th

Guidelines for Assessment, Evaluation and Reporting

1. Learning Skills

The Learning Skills and Work Habits section of the provincial report card is an integral part of a student's learning. Students will be assessed in the following areas:

- Responsibility
- Initiative
- Independent Work
- Collaboration
- Organization
- Self-Regulation

The following scoring system is used for Learning Skills:
E=Excellent; G=Good; S=Satisfactory; N=Needs Improvement

2. Missing Work

Students are expected to submit all evidence of learning by the assigned date.

- (a) The Learning Skills section of the provincial report card will be used to reflect incidents of late and missing work.
- (b) At the time of entering a report card grade, students with missing evidence of learning may be assigned a failing mark and will not be granted a credit for the course.

3. Cheating and Plagiarism

Students are expected to submit their own original, best work to demonstrate their learning.

- (a) The Learning Skills section of the provincial report card will be used to reflect incidents of cheating and plagiarism.
- (b) Students caught cheating on tests or assignments will receive an "I" ("I = insufficient evidence), and will be required to demonstrate their learning through an alternative evaluation.
- (c) Students who plagiarize may be required to re-do all or part of the assignment (or evaluation) or complete an alternative assignment (or evaluation). The student's work may be treated as Missing Work (see above). As well, potential consequences for plagiarizing include disciplinary action (e.g., suspension) and loss of access to academic awards and scholarship opportunities.



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Signatures

Please sign below indicating you have read and understood this course outline, including the requirements for successful completion of this course, and return this sheet to your teacher:

Student Name: _____

Student Signature: _____

Guardian Signature: _____

Please indicate the best method of communication:

Guardian Phone #: _____

Guardian's Email: _____