



Cameron Heights Collegiate Institute

301 Charles Street E., Kitchener, Ontario N2G 2P8 (519)-578-8330 chc.wrdsb.ca

Course Outline: Grade 11 BMI 3CI – Marketing: Goods, Services, & Events

Teacher:	Teacher Contact Information:	Course Website:
		Google Classroom Code - _____

Course Description:

“This course introduces the fundamental concepts of product marketing, which includes the marketing of goods, services & events. Students will examine how trends, issues, global economic changes, & information technology influence consumer buying habits. Students will engage in marketing research, develop marketing strategies & produce a marketing plan for a product” (Ontario Ministry of Education).

Units of Study:

1. Marketing Fundamentals & Careers	19%
2. Marketing Research & Trends	18%
3. Price & Place	5%
4. Promotion	28%
5. Summative Project (Final Evaluation)	30%
TOTAL	<u>100%</u>

Essential Learning:

Overall Expectations for BMI 3CI (Source - Ontario Ministry of Education)	Completed ✓
1. Describe the process by which goods & services are exchanged	Unit 1
2. Explain how marketing influences consumer & competition	Unit 1
3. Explain the effects of new information technologies on marketing strategies & consumer trends	Unit 2
4. Demonstrate an understanding of the importance of marketing research to a business & how information technology can be used to obtain & analyse marketing-related information	Unit 2
5. Explain the factors involved in the pricing of goods, services, & events	Unit 3
6. Compare a variety of distribution strategies & the logistics associated with them	Unit 3
7. Demonstrate an understanding of the strategies involved in the promotion of goods, services, & events	Unit 4
8. Explain the process of developing a marketing plan	Summative
9. Develop a marketing plan for a goods, service, or event	Summative

Critical Evidence of Learning will include:

Missing Critical Evidence of Learning may result in loss of credit.



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Unit	Critical Evidence of Learning
1	Consumer Profile Assignment
	Food Truck Assignment
	Creative Brief Assignment (if time)
	Unit 1 Test
2	Trends Dictionary Assignment
	Taste Test Challenge Assignment
	Unit 2 Test
3	Pricing Assignment – Parts A & B
	Unit 3 Quiz
4	Branding Exercise
	Packaging Assignment
	Print Media Assignment
	Marketing Events Assignment
Summative	Summative Project

Seventy Percent (70%) of the **Final Mark** will come from term work and **Thirty Percent (30%)** will come from **Final Evaluations**. Student work will be evaluated using a balance of the Ministry's four achievement chart categories: Knowledge & Understanding, Thinking & Inquiry, Application and Communication. ***Please see school website for detailed School Assessment & Evaluation Policy.***

Course Specifics:

A. Resources:

- Textbook: The World of Marketing: A Canadian Perspective - Nelson
- Classroom Resources: Binder, Pens, Pencils, Calculator, etc.
- Computer Software: Microsoft Office (i.e. Word, Excel, PowerPoint), Canva, etc.

B. Attendance & Late Policies:

- Success in BMI 3CI is dependent upon good attendance
- All absences must be validated in the Main Office within 2 school days
- A student is considered late if they are not in the classroom at the sound of the bell.