



ST. THOMAS AQUINAS SECONDARY SCHOOL

25 Corporation Drive
Brampton ON, L6S 6A2
Phone: 905.791.1195

COURSE OUTLINE

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| Department Name: | Business & Computer Studies |
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| Course Name: | Marketing: Goods, Services & Events |
| Course Code and Section: | BMI 3C1 |

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| 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. |
| Strands/ Units: | <u>Marketing Fundamentals</u> : The Marketing Process, Consumers and Competition, Marketing Research, Not-For-Profit Marketing, Global Marketing <u>The Marketing Mix</u> : Products: Goods, Services, and Events, Price, Promotion, Place <u>Trends in Marketing</u> : Information Technology in Marketing, Issues, Ethics and Social Responsibility in Marketing, International Markets <u>The Marketing Plan</u> : The Process, The Development, The Analysis |

This course helps students to meet the Ontario Catholic School Graduate Expectations by promoting effective communication, decision-making, problem-solving, time and resource management skills.

Assessment and Evaluation:

| Category Weightings | Weight |
|-------------------------|--------|
| Knowledge/Understanding | 30% |
| Thinking | 20% |
| Application | 30% |
| Communication | 20% |

| Final Summative Assessments | Grade Distribution |
|-----------------------------|--------------------|
| Term Work | 70% |
| Course Culminating | 10% |
| Exam | 20% |