



York Region District School Board  
Newmarket High School  
Business Department Course Outline  
Department Head: Mrs. Joan Richardson

BMI3C - Marketing: Goods, Services, Events - Grade 11 College

**Credit Value:** 1.0

**Prerequisites:** None

**Teacher:** Mr. Bayda  
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**Curriculum Document:** The Ontario Curriculum Grades 11 and 12 Business Studies Revised

**Text:** Marketing Dynamics Canadian Edition, Greg Gregoriou, Oxford, 2013

**Course Description:**

- Introduces students to 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.

**Overall Expectations:**

By the end of this course, students will:

- describe the process by which goods and services are exchanged
- explain how marketing influences consumers and competition
- demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyze marketing related information
- analyze marketing strategies used by organizations in the not for profit sector
- compare the factors that influence marketing methods and activities in the global economy
  
- explain the stage of product development
- explain the factors involved in the pricing of goods, services, and events
- compare a variety of distribution strategies and the logistics associated with them
- demonstrate an understanding of the strategies involved in the promotion of goods, services, and events
  
- explain the effects of new information technologies on marketing strategies and consumer trends
- identify and describe various environmental, ethical, social, and legal issues that affect marketing activities
- demonstrate an understanding of the potential for participation in the global marketplace
- summarize on the basis of computer research, career pathways in marketing
  
- explain the process of developing a marketing plan
- develop a marketing plan for a good, service, or event
- analyze the uses of a marketing plan

**Topics:**

	Unit Title	Content
1	Marketing Fundamentals	-The marketing process -Consumers and competition -Marketing research -Not for profit marketing -Global marketing
2	The Marketing Mix	-Products: goods, services, and events -Price -Place -Promotion
3	Trends in Marketing	-Information technology in marketing -Issues, ethics, and social responsibility in marketing -International markets -Career paths in marketing
4	The Marketing Plan	-The Process -The Development -The Analysis

**Teaching strategies:** Students will have opportunities to learn in a variety of ways – individually, cooperatively, independently, with teacher direction, through hands-on experience, and through examples followed by practice. The approaches and strategies used in the classroom to help students meet the expectations of this curriculum will vary according to the object of the learning and the needs of the students, and will include instructions and modeling of preferred ways of working in business, specialized vocabulary, collaborative learning, and class discussions. Opportunities to investigate initial understandings, identify and develop relevant supporting skills, and gaining experience with varied and interesting examples and case studies related to the new knowledge will be provided throughout the semester.

**Evaluation:** Evaluation is based on the four Ministry of Education achievement categories of knowledge and understanding, thinking, application, and communication. A single evaluation may include one or more of the above categories. Assessments will occur throughout the units in the form of practice of concepts in class and at home, quizzes, and assignments. Evaluations in this course will occur during the unit in the form of assignments, performance tasks, and tests. The Summative Evaluation will include an Independent Study Unit (ISU) and a Final Exam.

Learning Skills will be reported separately from Achievement of Expectations. Learning Skills are: Responsibility, Works Independently, Organization, Collaboration, Initiative and Self-Regulation.

Term	Knowledge and Understanding	17.5%	
	Thinking	17.5%	
	Application	17.5%	
	Communication	17.5%	
			70%
Final	Final Exam	10%	
	ISU	20%	
			30%
Total			100%

**Equipment:** Be prepared with 2 pens, a highlighter, a 3 ringed binder with dividers, lined paper, your text, a USB, and a calculator

**Program Planning Considerations:**

- Instructor will review IEP's with students to ensure all accommodations are addressed.
- Instructor will determine a tentative schedule for the semester. If program delivery needs to change due to field trips, assemblies, snow days etc. instructor will provide new dates to students as soon as possible.

**Extra Help:**

- Marks are online using the Teach Assist program. <http://ta.yrdsb.ca>
- Extra help is available after school on Wednesdays, or by appointment.

**Expectations:**

- be prepared for every class
- finish all classwork
- ask questions when you do not understand a concept or arrange a time to attend extra help
- if you or your parents have concerns about your progress, please discuss them with me right away
- inform me ahead of time if you know you will be absent for a class or classes
- any student missing an evaluation will have an opportunity to make it up upon their return to school provided that I have been informed ahead of time, or a note is provided that is signed by all parents/guardians requesting this.

**Classroom Guidelines:**

- listen attentively and take proper notes
- provide answers orally when called upon, and participate in class discussions/examples/exercises
- ask questions if you do not understand something related to the course
- help others

**Academic Integrity:**

Plagiarism is a serious offence. During this course, we will review how to properly cite your research and how to avoid plagiarism. For further details see Newmarket High School's Academic Policy.

**Communication with Parents and/or Guardians:**

- Some of the course information is available on the course YRDSB GAPPS website: <https://google.yrdsb.ca/LoginFormIdentityProvider/Login.aspx?ReturnUrl=%2fLoginFormIdentityProvider%2fDefault.aspx>
- Parents of students 18 or over will not be contacted unless the student signs a permission form. All communication will be done with the student directly.
- Parents of students under 18 will be contacted, if necessary, regarding academics/attendance or any other concerns the instructor may have.
- Parents are free to email the instructor at any time with any concerns they may have.

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Print Student Name

\_\_\_\_\_  
Student's Signature

\_\_\_\_\_  
Parent Name

\_\_\_\_\_  
Daytime Contact Number

\_\_\_\_\_  
Parent's Signature