

**NEPEAN HIGH SCHOOL**  
 Business, Canadian & World Studies Department  
**BMI3C – Grade 11 Introduction to Marketing**



Prerequisite: None

Teacher Name: Mr. Sanford Student Name: \_\_\_\_\_

Textbook: The World of Marketing: A Canadian Perspective Replacement Value: \$79.00 Assigned Text # \_\_\_\_\_

**COURSE DESCRIPTION:**

*This course introduces the fundamental concepts of marketing, with an emphasis on in-depth analysis of the influence of changes in the economy and global marketplace, trends and issues, and the impact of technology. Students analyse the buying patterns of various consumers, and the effect of marketing strategies, and engage in marketing research.*

*Students also develop and present a marketing plan for a specific product. The curriculum document is available from:*

<http://www.edu.gov.on.ca/eng/curriculum>

**UNITS OF STUDY:** The order of the units may vary between classes.

Unit 1	Marketing Fundamentals
Unit 2	The Marketing Plan
Unit 3	The Marketing Mix
Unit 4	Trends in Marketing

**ASSESSMENT AND EVALUATION:**

Category and Types of Assessment	Weight
<b>Knowledge &amp; Understanding</b> <ul style="list-style-type: none"> <li>the acquisition of subject specific content acquired in each grade (knowledge), and the comprehension of its meaning and significance (understanding)</li> </ul>	17.5%
<b>Thinking</b> <ul style="list-style-type: none"> <li>the use of critical and creative thinking skills and/or processes</li> </ul>	17.5%
<b>Application</b> <ul style="list-style-type: none"> <li>the conveying of meaning through various forms</li> </ul>	21%
<b>Communication</b> <ul style="list-style-type: none"> <li>the use of knowledge and skills to make connections within and between various contexts</li> </ul>	14%
<b>Summative</b> <ul style="list-style-type: none"> <li>end of year summative project (rich performance task) 15% and final exam 15%</li> </ul>	30%

**ADDITIONAL NOTES:**

Students rights and responsibilities are the cornerstone of academic success and include: attendance, punctuality, timely completion of homework and assignments, and academic integrity. Students are responsible for:

- Self advocacy
- Completion and submission of their own work
- Submission of required assignments on the assigned due date
- Striving for excellence
- Completion of course requirements

