



# Course Information Sheet

Greater Essex County District School Board

Vincent Massey Secondary School  
1800 Liberty Street, Windsor, N9E 1J2

School Year : 2017-18

<b>Teacher</b>	Mrs. Hudak, Ms. Dent		<b>Department Head</b>	Mr. R. Ferrara
<b>Course</b>	BMI3C – Marketing: Goods, Services, Events, Grade 11, College Preparation			
<b>Course Type</b>	Marketing	<b>Credit Value</b>	1.0	
<b>Prerequisite</b>	None			
<b>Course Description</b>	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.			
<b>Addendum to Course Description</b>				
<b>Course Resources</b>	Textbook: The World of Marketing, A Canadian Perspective			

## Assessment and Evaluation

Assessment and evaluation will be based on the provincial curriculum expectations and the achievement levels outlined in The Ontario Curriculum policy documents. Students will be given numerous and varied opportunities to demonstrate their learning.

**For 2017-18, the teacher of this course will organize evidence of student learning based on:**

**Achievement chart categories of knowledge and skills** (Thinking, Application, Communication, Knowledge)

### Determination of a Grade

Teachers will take various considerations into account before making a decision about the grade to enter on the report card. Determining a report card grade will involve teacher's professional judgement and interpretation of the evidence and will reflect the student's most consistent level of achievement with special consideration given to the more recent evidence. Marks are not merely a calculation of averages, but an evaluation of the consistent achievement of the student. Some evidence of learning may be given greater emphasis than others.

**70% of the grade will be based on term work during the course, 30% will be based on a final summative evaluation (FSE) completed during the last 4-6 weeks for semestered schools and in the last 6-8 weeks for non-semestered schools. No exemptions are permitted on any component of the FSE**

DESCRIPTION OF THE FINAL SUMMATIVE EVALUATION (FSE)		= 100% of FSE and 30% of final report card mark
30% Final Project (Marketing Plan)		
<b>The FSE is completed in the last 4-6 weeks for semestered schools and in the last 6-8 weeks for non-semestered schools. No exemptions are permitted on any component of the FSE.</b>		100% of final report card mark
THE FOLLOWING ASSESSMENT STRATEGIES WILL BE USED THROUGHOUT THE COURSE		
Performance Products	Performance Demonstrations	Personal Communication
<ul style="list-style-type: none"> <li>game</li> <li>research paper/project</li> <li>booklet/pamphlet/poster</li> </ul>	<ul style="list-style-type: none"> <li>debate</li> <li>role play</li> <li>simulation</li> <li>oral presentation</li> </ul>	<ul style="list-style-type: none"> <li>classroom discussion</li> </ul>
		<b>Paper/Pencil</b> <ul style="list-style-type: none"> <li>quiz</li> <li>test</li> </ul>

