

**HOLY TRINITY CATHOLIC SECONDARY SCHOOL
COURSE OUTLINE**



Name of Course/Course Code: Marketing: Goods, Services, Events, BMI 3C

Course Prerequisite: None

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.

Catholic Graduate Expectations:

The mind and its capacity for rational analysis are seen as gifts from the Creator to be used and enjoyed. The training of the intellect ensures that all knowledge can be scrutinized and the divine and the human more deeply understood. In this sense, knowledge is illuminated with the light of faith. In Catholic education, the commitment to maturity of mind and academic excellence is always in reference to God's revealed wisdom as to life's purpose and meaning.

Units of Study

Unit 1	<i>Marketing Fundamentals</i>
Unit 2	<i>The Marketing Mix</i>
Unit 3	<i>Trends in Marketing</i>
Unit 4	<i>The Marketing Plan</i>

Evaluation

70%	30%
Knowledge/Understanding	Culminating Task
Thinking/Inquiry	10%
Communication	Exam
Application	20%

Course Resources Required:

Pencil
Eraser
Binder with paper

For a detailed course description of this course, please visit
<https://www.edu.gov.on.ca/eng/curriculum/secondary>