

**BOH4M Course Outline**  
**Canterbury High School**  
**Ottawa-Carleton District School Board**

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**Department:** Business

**Course Code:** BDI3C

**Course:** Marketing: Goods, Services, Events

**Credit Value:** 1.0

**Teacher:** Ms. Taylor

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**Course Overview (110 hours):**

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 and Overall Objectives:**

**Marketing Fundamentals**

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 analyse marketing-related information; analyse marketing strategies used by organizations in the not-for-profit sector; compare the factors that influence marketing methods and activities in the global economy.

**Marketing Mix**

Explain the stages 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.

**Trends in Marketing**

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.

**Marketing Plan**

Explain the process of developing a marketing plan; develop a marketing plan for a good, service, or event; analyse the uses of a marketing plan.

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## Assessment and Evaluation

Student progress will be assessed through a variety of tests, quizzes, assignments, case studies, presentations, group work, articles, debates, journals, reports, discussions, projects, reports, that are conducted throughout the course.

**70% of the final grade** will be based on the following term work:

Knowledge/Understanding	17.5%	Communication	17.5%
Thinking/Inquiry	17.5%	Application	17.5%

**30% of the final grade** will be based on a final evaluation that will be administered at or towards the end of the course. This summative evaluation will take the form of an examination (10%) and a rich performance task summative assignment (20%).

Parents are reminded that students must be present for both their summative evaluation and final examination and that an absence from either is justified through proper documentation such as a note from a medical doctor to the school administration (Vice-Principal).

## Attendance

Because regular attendance is an integral part of learning and assessment, irregular attendance may jeopardize a student's ability to earn a credit in a particular course. Students will be responsible for all materials studied in classes. (OCDSB-Evaluation Policy 5.7.1) Teachers will assist students in catching up but are not expected to re-teach the missed work

## Learning Skills

The report card provides a record of the learning skills demonstrated by students in every course, in the following five categories: **Works independently, Teamwork, Organization, Work Habits, and Initiative**. The separate evaluation and reporting of learning skills in these five areas reflects their critical role in student achievement of the curriculum expectations.

## Resources:

Students are required to bring the following to class:

- 1) Three-ringed binder
- 2) Paper to take notes (sheets that can be removed)
- 3) Pens, pencils, highlighter, and other coloured writing materials
- 4) Calculator
- 5) Agenda

## References:

<http://www.edu.gov.on.ca/eng/curriculum/secondary/business1112curr.pdf>

## Academic Honesty (Board Policy)

If a student participates in academic fraud (e.g., cheating on tests, plagiarism in assignments), he/she is deemed not to have met the expectations associated with that particular grading activity; a mark of zero will be assigned.