**Principles of Marketing**

**Course Syllabus**

**Course Title:** Principles of Marketing

**Instructor:** Mrs. Bachart

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**Student Materials Needed:**

• A binder with loose leaf

• pens/pencils/erasers

• At least a 2G USB flash drive (highly recommended)

**Course Description:**

Have you ever thought that you would like to be a major player in marketing Roxy clothing or maybe even Red Bull? Have you seen a commercial and said to yourself, “I can do better than that!” Did you know that your age group is the most sought after market in the world?

Marketing is a set of processes for creating, communicating, and delivering information to customers and for managing customer relationships in ways that benefit the company. This course provides a basic foundation for further study in marketing. Students study the world of marketing, economic essentials, business and marketing essentials, selling, promotion, buying and distribution, pricing, marketing research, product planning, and entrepreneurship.

This course is based on the business and marketing cores that include communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the chance of a successful transition into the world of work. Leadership development will be provided through the marketing of school-based courses and extracurricular programs.

**Grading Policy & Professional Conduct:**

In order to be successful in this class, students must complete all assignments, projects, fulfill successfully their marketing plan and execution for a program at Vincent Massey and study for tests. Assignments will be accepted when turned in after the due date for a maximum of 4 days (including weekends/and school closures) at minus 4 marks a day. Failure to meet the school designated time limit will result in a zero. Assignments missed as a result of an **unexcused absence** will result in a zero. Determining assignments as a result of an **excused absence** is the student’s responsibility, not the teacher’s. Cheating will result in a grade of 0 with a discipline form submitted to the office. Cheating can take the form of cheating on a test (if a student is talking during a test to anyone other than the teacher, they will be considered cheating), includes copying, pasting, using other people’s work or working in pairs when group work has not been designated.

Plagiarism and academic dishonesty are serious offenses. The academic work of a student is expected to be his/her own effort. Students must give the author(s) credit for any source material used. To represent ideas or interpretations taken from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, it is also plagiarism. Students who commit any act of academic dishonesty will receive a failing grade in that portion of the course work. Acts of academic dishonesty will be reported to the administration and parents will be called.

**Attendance Policy:**

Students have up to five school days to make up assignments and/ or tests due to an excused absence. Work may be made up before or after school and must be scheduled with the course

**General Classroom Rules:**

* Rule #1 Be respectful and respect will be returned.
* Rule #2 Be prompt and see your grade increase by 5%.
* Rule #3 Be prepared and there will not be any surprises.
* Rule #4 Be ready for the job at hand

**The Road to Success . . .**

Something in human nature causes us to start slacking off at our moment of greatest accomplishment. As you become successful, and you will, you will need a great deal of self-discipline not to lose your sense of balance, humility, and commitment. I am here to help.

**Course Outcomes**

Upon completion of this course you will be able to:

* Explain current marketing strategies used in the exchange of goods and services
* Identify core concepts of marketing and the role of marketing in business and society.
* Explain how marketing influences consumers and competition
* Demonstrate marketing research using technology to analyze results
* Describe the marketing strategies used by the not-for-profit sector
* Illustrate the importance of product development, positioning, branding, packaging
* Determine the selling price for a product in light of various factors/strategies/policies
* Compare a variety of distribution strategies and the logistics associated with each
* Demonstrate a variety of activities in the promotion of goods
* Identify and explain trends in marketing (e.g. the effect of information technology, social, ethical, legal and environmental concerns related to marketing activities, international marketing, etc.).
* Summarize, on the basis of computer research, career pathways in marketing.
* Create a marketing plan for a good, service, or event.
* Analyze the uses of a marketing plan.
* Knowledge of social, legal, ethical and technological forces on marketing decision-making.
* Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
* Ability to develop marketing strategies based on product, price, place and promotion objectives.
* Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
* Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
* Ability to collect, process, and analyze consumer data to make informed marketing decisions
* Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.
* Ability to apply knowledge and skills to real-world experiences in an internship. Note: Specific outcomes will vary by assigned internship experience.

**Course Activities and Projects:**

* Market a group/team/program for Vincent Massey Collegiate
* Create a Marketing Plan
* Analyze and present a social media site
* Prepare weekly WTF’s issues

**Textbooks and Other Materials:**

**Assessment & Evaluation:**

Assignments 10%

Tests 20%

Marketing Project 10%

Marketing Plan 10%

Bulletin Board 10%

Final Exam 40%