



Cameron Heights Collegiate Institute

301 Charles Street E., Kitchener, Ontario N2G 2P8 (519)-578-8330 chc.wrdsb.ca

Course Outline: Grade 11 BMX 3EI – Marketing: Retail & Services

Teacher:	Teacher Contact Information:	Course Website:
Ms. Allgeier	Email: carrie_lynn_allgeier@wrdsb.ca Business Office: C333	Google Classroom Code - _____

Course Description:

“This course focuses on marketing activities in the retail & service sector. Students will examine trends & global influences on marketing decisions, & will learn about the importance of customer service in developing a customer base & maintaining customer loyalty. Through hands-on learning, students will develop personal selling & information technology skills that will prepare them for a variety of marketing-related positions in the workplace” (Ontario Ministry of Education).

Units of Study:

1. Marketing Fundamentals & Careers	19%
2. Marketing Research, Trends, & Human Resource	18%
3. Price & Place	5%
4. Promotion	28%
5. Summative Project (Final Evaluation)	30%
TOTAL	100%

Essential Learning:

Overall Expectations for BMX 3EI (Source - Ontario Ministry of Education)	Completed ✓
1. Assess how the marketing mix is applied in the retail & service industries	Unit 1
2. Assess how consumer characteristics & preferences affect retail & service activities	Unit 1
3. Identify & explain the factors that affect competition	Unit 1
4. Explain the importance of global trends to the retail & service industries	Unit 2
5. Explain the effects of IT on marketing in the retail & service industries	Unit 2
6. Describe the role of the Human Resources function in retail & service businesses	Unit 2
7. Identify & implement appropriate strategies for exploring current career opportunities in the retail & service industries	Unit 2
8. Assess how the marketing mix is applied in the retail and service industries	Unit 1, 3, 4
9. Demonstrate an understanding of the importance of personal selling skills in the retail & service industries	Unit 4
10. Explain the importance of customer service in the retail & service industries	Unit 4

Seventy Percent (70%) of the **Final Mark** will come from term work and **Thirty Percent (30%)** will come from **Final Evaluations**. Student work will be evaluated using a balance of the Ministry’s four



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achievement chart categories: Knowledge & Understanding, Thinking & Inquiry, Application and Communication. ***Please see the school website for detailed School Assessment & Evaluation Policy.***

Course Specifics:

A. Resources:

- Textbook: The World of Marketing: A Canadian Perspective - Nelson
- Classroom Resources: Binder, Pens, Pencils, Calculator, etc.
- Computer Software: Canva, etc.

B. Attendance & Late Policies:

- Success in BMX 3EI is dependent upon good attendance
- All absences must be validated in the Main Office within 2 school days
- A student is considered late if they are not in the classroom at the sound of the bell.

Cheating and Plagiarism:

It is important for students to do their own best work. In the event that cheating or plagiarism occurs, the following consequences may be implemented, in consultation with administration, depending on the situation:

- The Learning Skills section of the report card will be used to reflect incidents of cheating and plagiarism
- The student may be required to redo all or part of the assignment or assessment.
- The student may be required to complete an alternate assignment or assessment (should time permit).
- Additionally students may face potential consequences for plagiarizing including disciplinary action, loss of access to scholarship opportunities.