

Marketing Evaluation Profile & Outline

Course Description/Rationale/Overview: This course introduces the fundamental concepts of marketing, with an emphasis on in-depth analysis of the influence of changes in the economy and global marketplace, trends and issues, and the impact of technology. Students analyse the buying patterns of various consumers, and the effect of marketing strategies, and engage in marketing research. Students also develop and present a marketing plan for a specific product.

Class Requirements:

Materials/textbooks/equipment

Text:

**The World of Marketing
(Replacement cost: \$80)**

Other text / materials

- Pencil AND pen plus lined paper
- Colouring crayons, protractor, ruler,
scissors and a calculator.

Missed Tests and Late Assignments

Students are to be present for test dates. There must be a verified, valid reason when a test is missed. The teacher may provide an alternative opportunity for testing or record an "absent" for that test.

All summative assignments will have a clear *Due Date*. Assignments that are handed after the *Due Date* will be accepted and assessed by the teacher if submitted prior to the *Deadline*. The *Deadline* is defined as the class period in which that graded assignment is returned to the class, unless there are extenuating circumstances.

For the mid-term report, no mark will be recorded for a missed summative assignment.

Where a student has not submitted enough work for the teacher to determine the student's level of achievement the report card will indicate that the student's work is incomplete and no grade will be assigned.

At the semester end, where summative assessments are incomplete, a mark of zero may be assigned and used to calculate the student's final grade.

General Assessment Strategies

All assignments will be assessed under the following headlines:

- Effort - above, at, below, well below or insufficient standards met.
- Detail of Work - above, at, below, well below or insufficient standards met.
- Legibility and Neatness - above, at, below, well below or insufficient standards met.
- Spelling and Grammar - above, at, below, well below or insufficient standards met.

Achievement Categories

Knowledge/Understanding	20 %
Thinking/Inquiry	20 %
Communication	15 %
Application	15 %
Culminating Activity	15 %
Exam	15 %

Curriculum strands:

Marketing Fundamentals
The Marketing Plan
The Marketing Mix
Trends in Marketing
Marketing Career Opportunities

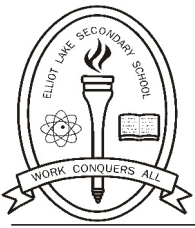
Learning Skills:

Works Independently
Team work
Organization
Work Habits
Initiative

Evaluation

The year's work will be based on:

Marketing Plan
Daily and/or weekly assignments (book questions).
Readings
Product Applications
Research Papers.
Quizzes.
Tests
Presentations



COURSE OUTLINE

COURSE OUTLINE			
Unit 1	List of strands included in unit	Types of activities and the categories of achievement that they evaluate	Percent that unit represents out of the 70% for the Summative Tasks
Brief description of unit of study			
Unit 2			
Unit 3			
Unit 4			
Unit 5			
Unit 6			
Summative Evaluation			Percent that each task represents out of 30% for final summative evaluation
Types of evaluation used to determine final 30 % of mark: exam, presentations, scrapbooks, etc..			