

Marketing and Promotion 11

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Course Overview:

Big Ideas for Marketing and Promotion 11

- Marketing services and products can be designed through consultation and collaboration.
- Personal design choices require the evaluation and refinement of skills.
- Tools and technology can influence people's lives

Core Competencies:

Core competencies are sets of intellectual, personal, and social and emotional skills that all students need to develop in order to engage in deep learning and life-long learning.


Competencies come into play when students are engaged in activities that include students thinking, collaborating, and communicating to solve problems, address issues, or make decisions:

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|---------------------|---|
| • Communication | • Positive Personal and Cultural Identity |
| • Creative Thinking | • Social Responsibility |
| • Critical Thinking | • Personal Awareness and Responsibility |

Assessment:

In this course, the focus will be on your growth throughout the semester. You will be assessed in numerous different ways throughout the semester and the Proficiency Scale will be used the majority of the time to assess your learning in Marketing 11.

Proficiency Scale:

Proficiency Scale				
	Emerging	Developing	Proficient	Extending
	The student demonstrates an initial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a partial understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a complete understanding of the concepts and competencies relevant to the expected learning.	The student demonstrates a sophisticated understanding of the concepts and competencies relevant to the expected learning.

Percentages and Letter Grades: Below is a breakdown of the grading scheme.

Letter Grade	Descriptor		Percent
A	Extending (Ext)	Outstanding quality	86-100%
B	Proficient (Pro)	Very good quality	73-85%
C+	Developing (Dev)	Good quality	67-72%
C	Emerging (Em)	Satisfactory quality	60-66%
C-	Emerging (Em)	Minimal quality	50-59%
I/F	Incomplete/Failed	Failure	0-49%