

**PANORAMA RIDGE SECONDARY---COURSE OUTLINE---MARKETING 11**  
Marketing 11 is a course consisting of 4 main themes with a total of 9 chapters of unit assignments. Students will be able to.....

1) **The Marketing Process:**

**Marketing Concepts**

Describe the process by which goods and services are exchanged.

**Global Marketplace**

Compare the factors that affect marketing methods and activities in the global economy.

**Consumers and Competition**

Explain how marketing influences consumers and competition.

**Marketing Research**

Demonstrate the importance of marketing research to a business.

2) **Marketing Mix:**

**Product Positioning**

Explain what is required for a product to be positioned successfully.

**Product Pricing**

Identify the factors involved in product pricing.

**Product Distribution**

Compare a variety of distribution strategies.

**Product Promotion**

Distinguish between product marketing and product promotion.

3) **Trends In Marketing:**

**Information Technology In Marketing**

Interpret the effects of new information technologies on marketing strategies.

**Issues In Marketing**

Identify and describe various environmental, ethical and legal concerns that relate to marketing.

**International Marketing**

Distinguish international marketing from national, regional and local marketing.

**Not-for-Profit Marketing**

Analyse effective marketing strategies used by organizations in the not-for-profit sector.

4) **Marketing Opportunities:**

**The Marketing Plan**

Design an effective marketing plan for a particular product.

**Career Paths In Marketing**

Describe a variety of career paths available in the marketing industry.

**Employability Skills**

Evaluate personal-employability skills related to marketing and potential careers in marketing.

### **ACADEMIC EXPECTATIONS:**

- 1) 9 UNITS COMPLETED
- 2) FULL WORKBOOK COMPLETION (**COST \$15.00**)
- 3) ACTIVE PARTICIPATION
- 4) 2 MARKETING PROJECTS
- 5) SCHOOL STORE

Overall assessment based on unit assignments/ tests. group work, self-assessment and participation.

### **BEHAVIORIAL EXPECTATIONS:**

- 1) RESPECT EVERYONE ON AND OFF SCHOOL PROPERTY
- 2) EXERCISE COMMON SENSE
- 3) SENSE OF HUMOUR

### **ALSO:**

- 1) ELECTRICAL DEVICES NOT PERMITTED EG) IPOD, CELL PHONE
- 2) BRING ALL MATERIAL TO ALL CLASSES
- 3) NO LATES/ TARDINESS
- 4) AGENDA BOOK USED AS DIRECTED
- 5) ON TIME HOMEWORK COMPLETION
- 6) LAB RULES EG) NO GUM CHEWING, FOOD OR DRINK PERMITTED