

MARKETING 11/12

CORE COMPETENCIES

1. Students are expected to know the ways marketing and promotion are used to persuade the public to buy a product or service.
2. Students are expected to know the segmentation, targeting and positioning of the market and the impact of promoting a product's benefits
3. Students are expected to know the role of advertising in promoting a product or service to an audience in a domestic and international setting.
4. Students are expected to know the risks associated with promoting a product



CONTENT

The main content for this course will cover the following subject areas:

The
Marketing
Process

The
Marketing
Mix

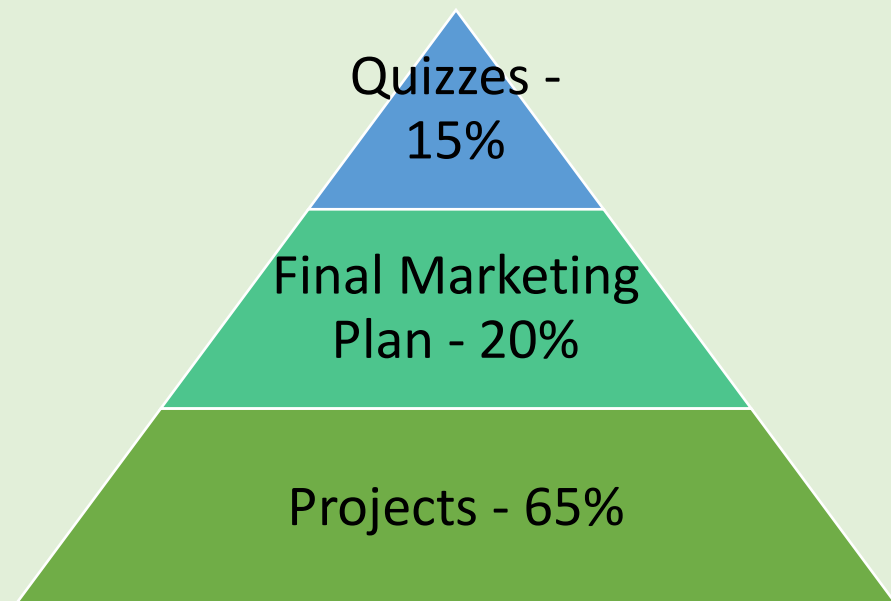
Trends in
Marketing

Marketing
Opportunities

EVALUATION

*Much of this course is project based. It is important that you stay on top of due dates and follow the recommended timelines provided to you. You will be given sufficient class time to complete all necessary work.

*During group projects/work, choose partners that complement your learning style. Friends do not always make the best project partners



COURSE WORK



In-Store Promotion



Taste Test Research



Global Marketing



Social Responsibility



Social Media



Final Marketing Plan

CONTACT

Mr. Kenny Jamieson – Riverside Secondary School

kjamieson@sd43.bc.ca

<http://myriverside.sd43.bc.ca/kjamieson/marketing-1112/>