

Marketing 11

Course Outline for 2004/2005, Semester 1
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Objectives

Marketing is about the creation and distribution of goods and services. In this course you will learn the beginning concepts in research, strategies, and practices for working with products and services in Marketing. This course will focus less on theory and more on you practicing what you will learn in class, within your school, and in the real world.

Marketing surrounds every aspect of your daily life and it is critical that in this course you learn how marketing and consumer behaviour affect each other. I will attempt to grow your awareness of this relationship through field trips, guest speakers, interesting topics, and interactive projects. Keep in mind that this is an introduction to Marketing and that this course will lead to greater concepts taught in Marketing 12.

Expectations

- Respect yourself and others (including me!).
- Attend class regularly and promptly (more than 3 lates will affect grade).
- Always come prepared (course notebook/binder and writing materials).
- Participate in class! Be involved in activities and discussions.
- Always do your best!

Evaluation

Projects	30%
Tests/Quizzes	20%
Homework	20%
Portfolio	20%
Participation	<u>10%</u>
Total	100%

Materials Needed:

Notebook/binder, pencil/pens, folder for portfolio, paper

Welcome to Marketing 11!