



Marketing 11/12

Course Outline

Magee Secondary School



TEACHER Ms. S. James
Class: Room 138 | Email: sjames@vsb.bc.ca

RESOURCES Handouts; *Marketing Today: A Retail Focus*, Harold J. Stoyles; *The World of Marketing: A Canadian Perspective*, David Notman and Jack Wilson

OVERVIEW

This course has both an academic and an experiential component. The academic focus of this course will help you develop an understanding of the integral role marketing plays in the success of businesses in the Canadian economy. The experiential component provides you with an opportunity to gain experience operating a small retail outlet – your school store, the Lion’s Den!

The following is a set of topics that we will be covering. This is a general outline and may change as we progress throughout the course.

TOPICS

- Maslow’s Hierarchy of Needs
- Marketing Mix (4 Ps)
- Utility / Product Value
- Invention and Innovation / Product Development
- Product Life Cycle
- Identifying Target Markets / Marketing Segmentation
- Barter vs. Currency
- Pricing Strategies
- Retail Operations
- Store Design and Layout
- Advertising
- Branding / Packaging

In addition, you will gain retail experience and develop skills in the Lion’s Den, including:

- Effective and friendly customer service
- Work ethic, employment skills
- Experience using cash registers and handling cash accurately
- Cooperative team work

TEACHING STRATEGIES

- Individual assignments
- Group discussions
- Group work and projects
- In-class research
- Lectures
- Presentations
- Experiential learning
- Reading assignments
- Business-related shows, movies and video clips

EVALUATION

Each term:

- 70% Assignments, tests and quizzes
- 20% School store
- 10% Professionalism/business skills

EXPECTATIONS

1. Attendance and Tardiness
 - Regular attendance and on-time arrival is expected. All absences must be excused either with a note or a phone call from your parent or guardian explaining your absence.
2. Classroom Behaviour
 - Only one rule -- behave in a respectful manner to everyone around you and to yourself, and always approach others with kindness and empathy.
3. Prepared and Organized
 - Always come to class with all required materials including your binder with all handouts and materials needed for writing.
4. Participate in Class
 - All students are strongly encouraged to participate in class. Participation includes speaking out voluntarily, asking questions (during and outside of class time), responding to questions, voicing your personal opinions, taking risks, and actively listening when others are talking. It also includes **being productive and on task in the classroom** when assigned work to do.
5. Assignments, Homework, Tests and Quizzes
 - You are responsible for making up any work missed during an excused absence. It is your responsibility to see me as soon as possible upon the first day of your return to school.
 - If you cannot meet an assignment due date, please talk to me **BEFORE** the due date, explaining why. Talking to me **before** is providing a reason. Talking to me **after** is making an excuse. I am more likely to want to work out an alternate deadline if you talk to me before.
6. Cell Phones and Hats
 - As per school policy, cell phones are to be turned off and/or kept out of sight during class time **unless you have permission from the teacher**. Please also note that permission one day does not mean permission the next day.
 - If you need to check the time, there is a big clock near the front of the room.
 - Sorry, no hats either (if you have a bad hair day, water can be useful).

ACADEMIC HONESTY

Your integrity is the only thing that cannot be taken away from you. Academic dishonesty will not be tolerated and will result in disciplinary action. Magee's Learning Honesty Policy must be adhered to at all times – see the section on academic dishonesty and consequences in your agenda book.

CONTACT

If you have a question or concern, please feel free to ask:

- See me before class, after class or set up a time to meet me after school
- Email me at sjames@vsb.bc.ca
- Leave a message for me in my mailbox in the Main Office