



COURSE OUTLINE

MARKETING AND PROMOTIONS 11

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## Course Description

The focus of this course is to understand the fundamentals of retail and consumer marketing. Leading edge techniques such as product, distribution, marketing communication and pricing strategies will be explored. The way in which companies produce, advertise and distribute products is ever changing and as a result the techniques and brands that are discussed are changed on a yearly basis. In this course, you will produce a commercial, conduct relevant market research, work in groups to analyze business decisions and develop and execute a marketing plan for a product using a "real-life" situation. Marketing is one of the fastest growing sectors of job opportunities and this course will prepare you with current and relevant skills for your future career. Course Fee: \$20.00. This fee is used to cover our colour printing costs during the quarter for the campaigns, marketing collateral and reports that we produce.

### Big Ideas

Marketing services and products can be designed through consultation and collaboration.

Personal design choices require the evaluation and refinement of skills.

Tools and [technologies](#) can influence people's lives.

## Learning Outcomes

- ✓ marketing and promotion opportunities within the local community
- ✓ role of advertising in domestic and international contexts
- ✓ marketing processes, including the AIDA (Attention, Interest, Desire, Action) model
- ✓ social marketing and ethical marketing, including the ethics of cultural appropriation
- ✓ marketing and promotion strategies, including test marketing, segmentation, targeting, and positioning
- ✓ ways to improve marketability of products and services



- ✓ types of advertising that can influence diverse target market groups offline and online
- ✓ risk assessment associated with marketing products and services
- ✓ influence of corporate sponsorship, including naming rights
- ✓ event planning, coordination, and facilitation skills
- ✓ interpersonal and public relations skills to promote products or services and to interact with potential customers
- ✓ career options in marketing and promotions

The BC Ministry of Education curriculum information can be accessed here:  
<https://curriculum.gov.bc.ca/curriculum/adst/11/marketing-and-promotion>

## Assessment and Evaluation:

**100%**

The following are some of the assessment and evaluation strategies that may be used:

- ✓ written reports, essays, reflections, designs
- ✓ oral discussion and presentations
- ✓ business cases
- ✓ group work
- ✓ participation
- ✓ marketing plan