Marketing & Promotions 11

Ms. Sihota
BSihota@sd44.ca
(604)903-3700
Room: 211 (class) 213 (office)

Marketing & Promotions 11 is a course that allows students to explore and understand the world of marketing & promotional strategies. Although this course may have some assignments and mini quizes, it is primarily project based. Most work will be completed in class however, students will be required on occassion to take assignments or projects home to complete specific tasks. This marketing course is an opportunity for students to conduct user-centred research to understand business opportunities and barriers both domestically and internationally. Students will establish a point of view for a chosen marketing strategy, generate ideas based on marketing research while working with potential user to develop a marketing plan.

big ideas

Marketing servcices and products can be designed through consultation & collaboration

Personal design choices require the evaluation and refinement of skills

Tools and technologies can influence people's lives.

curricular competencies

Understanding Context
Defining
Ideating
Prototyping
Testing
Making
Sharing
Applied Skills & Technologies

Students will... learn the following skills

1. Professionalism
2. Communication skills: electronically & verbally
3. Accountability
4. Thinking creatively & critically
5. Ability to work with people & in a team

possible content

1. Marketing & promoting opportunities within the community & the school
2. Role of advertising in a domestic and internal context
3. Social & ethical marketing
4. Markting & promotional strategies
5. Test marketing, segmentation, targeting & positioning
6. Marketing Research
7. Sponsorship & Branding
8. Careers in Marketing

**please note that this is subject to change based on the interest of the students in the course.

learning expectations

Almost all assignments are project-based and require students to incorporate appropriate tools & basic skills to successfully complete their projects. You are required to problem solve when coming across a problem, apply theory to create extensions of the requirements outlined. You will do this by demonstrating proof that you are thinking about the concepts being taught in class & how they relate to what is happening in the world.

Each unit will be compsed of a lesson (sometimes brief), occational group learning & discussions, assignments that allow students extend their knowledge within a specific unit/concept & will encourage students to apply multiple ideas together within the unit & finally a final project. Students will be expected to communicate with both other students from different classes, teachers and the public when conducting marketing research. Students are also expected to practice their public speaking skills by having multiple classroom discussions and presentations.

Students are encouraged to do **more than what is being asked (ie. don't just do the requirements)**. If you are applying theory & making attempts to "think outside of the box" to enhance your work by creating extensions of what is being asked of you, you will earn yourself an A. If you create work that is exactly what is being highlighted without **thinking creatively or thinking critically**, you have not yet earned yourself an A.

units

Units in Marketing & Promotions 11 will always have a lecture, discussion, small assignments and a final project or summative assessment. Within each unit all curricular competencies will be covered, including a reflection. Each unit will provide you with the fundamentals that you will need in order to complete the year end capstone project.

The goal of this course is to provide you with as much real world experience as possible and therefore, the units that we do in this course will be as applicable and relatable as possible. You will likely have to put yourself outside of your comfort zone and try things that may challenge you!

"assessment"

A Student completed required elements of this assignment and provided extensions of what was being asked of them. Student added elements and content that were relevant and applicable to their work. Student fully understood the concepts, theory & skills being taught and can apply them for future use.

B Student completed required elements of this assignment and did a efficient job elaborating on those specific requirements. Student understood the required concepts that were being taught and understood why the assignment was relevant and important. There was an attempt to apply concepts and theory to create extensions.

C+ Student completed most of the required elements of this assignment and made obvious attempts to apply the concepts, theory and skills to those requirements. Student understood the basic concepts and would be able to apply those basics to future work.

C Student completed less than 60% of the required elements outlined. Student understood the basics of the topic & general theory of the material being taught however, they would have difficulties applying these concepts to future work.

types of assessment

Queries

Assignments

Projects

Discussions

Professionalism

Reflections

rules

Plagiarism, cheating, or copying of assignments will result in a mark of zero (0) for all parties involved. Parents, Guardians, grade counsellors and administration will be notified and a note will be added to the student's school file. Please review plagiarism and cheating in the Student Handbook. Students will learn how to use media appropriately without breaking copyright laws.

lab policies

• Food, drinks and gum are NOT permitted in the computer lab.

• Headphones/MP3's/cell phones are not permitted in the computer lab. Turn these off and keep them in your backpacks.

• Personal use of the Internet is NOT permitted during class - ask if you are unsure.

• Ms. Sihota has a ZERO tolerance policy for video games. First step will be a conversation, second step will be an email/phone call home and third step will be a conversation with administration.

• Please notify the teacher immediately of any equipment that is not working properly.

    o Problem solving is encouraged upon reporting to Ms. Sihota

• DO NOT write on desks. DO NOT deface equipment. Email home and partnership with administration will be a consequence.

• Your assigned computer station needs to be cleaned up at the end of each class.

attendance

• Regular attendance is required for success in this course. This course focuses on hands-on computer use, each class is vital both for instruction and software use.

• It is expected that you arrive on time. If you are late, enter the room quietly without disrupting the class. If student is late two times in a row, a conversation with parents or guardians will take place. First time late or absent, is a conversation, second absence is an email or phone call phone and third time is a conversation with administration.

• **You** are responsible for catching up on any kind of missed work.

• If you are absent, come see me **BEFORE** your first class back so that you are caught up and prepared for the next class.

Just because you miss class (excused or not) does not exempt you from completing all of the work. You must make up missed work during tutorial.

classmates & teacher
partnership policies

• Teachers and classmates are to be respected at all times. This includes any replacement teacher who may teach the class.

• There is a zero-tolerance policy for bullying, teasing, and/or insulting and immediate action with administration will take place.

• Inappropriate behaviour is up to the descression of Ms. Sihota. Whatever she deems is offensive could result in dicsiplinary action.

partnership policies

•Assignments, projects and labs must be handed in by their due dates. Ms.Sihota will mark work that is handed in by the due date. If work is not submitted by the appropriate deadline, she will mark it when she has time. Priority is given to those who practice good behavioiurs when it comes to punctuality and timeliness.

    o This means that you run the risk of not having Ms. Sihota mark it and therefore, ending up with a zero for that specific assignment, project or lab.