

Business and Marketing Education
Promotions Course Outline September 2024/February 2025
Instructor: Mrs. E. Brown
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1. Description: Promotions 30S is an introduction to marketing. It looks at how businesses communicate with their customers. Students will continuously apply their knowledge to real world business scenarios.
2. Rationale: To be successful in any business venture, you must be able to effectively communicate your message to customers. Today this is a complex process and employers need people who understand marketing strategies and can apply the principles of promotion. The course is designed to provide students with the knowledge and skill to be able to achieve this.
3. Goal: Students can set up marketing strategies and promotion campaigns for any type of business, organization or person.
4. Objectives: The course is broken down into 6 units. Each of these units has a general objective and several specific ones to accomplish it.
 - A. Introduces the concepts of Contemporary Marketing
 - A.1) Understanding the definition of marketing
 - A.2) Implementing the Marketing Practice
 - A.3) Analyzing marketing campaigns for effectiveness
 - A.4) Introducing the Marketing Mix
 - B. Exploring the external marketing environment
 - B.1) Evaluating how the economy, competition, and social change influences marketing strategies.
 - B.2) Understanding how demographics influence customer behavior
 - B.3) Managing customers and technology
 - B.4) Implementing Market Segmentation and Target Marketing
 - B.5) Understanding different forms of market segmentation
 - B.6) Researching the differences between generations.
 - B.7) Discovering how a product can be repositioned to be more appealing to a different target market.
 - C. Using the Marketing Mix to create a business plan and venture pitch.
 - C.1) Understanding the life cycle of a product
 - C.2) Implementing the fundamentals of brand design and management
 - C.3) Using Cost Pricing to decide the price of a product
 - C.4) Differentiating between different pricing strategies
 - C.5) Understanding the role of product distribution and supply chain management

- D. Discovering the impact that social media has on our personal lives as well as the economy.
 - D.1) Measuring our digital footprint
 - D.2) Understanding the differences between different social media platforms.
 - D.3) Implementing our knowledge of social media platforms to run a social media campaign.
5. Delivery Methods: The course includes lectures, films, case studies, discussions, debates, packages and simulations.
6. Synopsis: The course will follow the following outline

Topic	Time
A. Course introduction	5 hours
B. Design	15 hours
C. Contemporary marketing	15 hours
D. The External Environment	10 hours
E. The Marketing Mix	30 hours
F. Social Media	15 hours

7. Evaluation: The course will use a variety of methods to determine the final grade of a student. Students may be exempted from the exam if they are able to achieve an 85% average, have no unexplained truants and hand in all their missing work before the end of the unit in which it was assigned. Students are expected to follow all the policies outlined in the student handbook and the ones established for the business and marketing education courses. Assessments will be formative and summative. Assignments are given for the purpose of improvement and to determine if student learning has occurred. Summative assessment is designed to measure student achievement of the outcomes for the course. Summative assessments will include reports, practical, tests, and projects and these will make up the student's final grade for the semester.

Criteria	Marks Available
A. Social Media Simulation.....	30
B. Projects/Case Studies	30
C. Assignments.....	20
D. Final Project.....	20
Total	100
❖ All Formative Assignments, Projects and Assessments must be completed in order for a student to achieve this credit.	

8. Digital Citizenship You are here to learn, and your device can be part of that learning experience. You will continue to learn when to use your device appropriately. If you are not using your device respectfully or it is getting in the way of your learning you will be asked to put it in the instructor's desk

for the class or possibly longer. A denial of such a request will be seen as defiance and will lead to expanded intervention.

9. Classroom Expectations

Learning We are here to learn, and our behavior will always represent that fact.

Respect- For ourselves, others, and our environment

Responsibility- For our mistakes because this is the best way to learn and grow.

Safety- Always be considerate for the safety of others and yourselves and act accordingly.

Due to the structure of the 2023-24 schedule, there will be times when students will be asked to work independently. Provided that the time is used appropriately, students may choose to work in an area outside of the classroom. If it becomes evident that the work is not being accomplished during those times, the student will be required to complete their assignments in the classroom.