



The Erindale Academy

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| 1576 Dundas St West, Mississauga, ON L5C 1E5

BMI3C

Marketing Plan- Observation and conversation

Expectation

By the end of this course, students will: • describe the process by which goods and services are exchanged; • explain how marketing influences consumers and competition; • demonstrate an understanding of the importance of marketing research to a business and how information technology can be used to obtain and analyse marketing-related information; • analyse marketing strategies used by organizations in the not-for-profit sector; • compare the factors that influence marketing methods and activities in the global economy.

Learning Goal(s):

Knowledge: Gain an understanding of marketing principles, process and the components of a marketing plan.

Thinking: Analyze consumer behavior, competition, and the need for market research in marketing.

Communication: Effectively convey information in a clear and organized manner.

Application: Apply marketing concepts to create a comprehensive marketing plan/strategy for a specific product or service.

Success Criteria:

I am successful in understanding marketing principles, applying critical thinking to analyze consumer behavior and competition, communicating ideas with clarity and professionalism, and effectively applying marketing concepts to create a comprehensive and innovative marketing plan for my chosen product/service /idea.



Assignment: Initial Plan and Draft Submission Assessment

Objective:

This assessment aims to evaluate students' progress in the assignment, focusing on the development of an initial plan, choice of topic, identification of necessary tools, and the creation of a draft. It also includes a conversation and question discussion with the teacher.

Criteria for Assessment:

Knowledge (5 Marks)

- Clarity (2 Marks): How clearly the initial plan and topic selection are communicated.
- Understanding (2 Marks): Demonstrates a good grasp of the chosen topic.
- Completeness (1 Marks): Ensures that the initial plan covers all necessary aspects.

Category 2: Thinking (5 Marks)

- Organization (2 Marks): How well-structured and coherent the draft is.
- Clarity (2 Marks): How clearly ideas are conveyed in the draft.
- Creativity (1 Marks): Demonstrates creativity in the draft.



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Category 3: Communication (5 Marks)

- Communication (2 Marks): How effectively ideas are communicated in discussions and with the teacher.
- Participation (2 Marks): Actively engages in in-class work, discussions, and activities.
- Adaptability (1 Marks): Shows adaptability and openness to feedback and adjustments.

Category 4: Application (5 Marks)

- Application of Knowledge (3 Marks): Applies knowledge effectively in the assignment.
- Problem Solving (2 Marks): Demonstrates problem-solving abilities during in-class work and teacher interactions.