



Course Information Sheet

Course Title **Marketing: Goods, Services, Events - College**

Course Code **BMI3C0**

What do you do in this course?	What you do NOT do in this course.
<p>Learn and apply the fundamental concepts of product marketing.</p> <p>Students will be engaged in group projects such as market research and developing marketing strategies.</p> <p>The course concludes with students creating their own product and producing a complete marketing plan for that product.</p>	<p>Only watch commercials and advertisements.</p>

Recommended knowledge/skills for successful completion

- Ability to work in groups.
- Basic knowledge of mathematics.
- Creativity and Problem Solving Skills
- Working knowledge of Word Processing and Spreadsheet programs.

Other (e.g. homework commitment)

Homework is assigned a couple of times per week. Numerous group projects require willingness to work with others and a commitment to complete projects outside the classroom.

Please note: *This form will assist students/parents in selecting courses that reflect the aptitudes and interests of the student. Be sure to check the common course calendar for a required prerequisite.*