

**Marketing: Goods, Services and Events, Grade 11 – College Preparation  
BMI 3C0**

This course introduces students to the basic concepts of product marketing, which includes strategies involving product design, pricing, promotion and placement. Students will examine how trends, issues, economic changes, and information technology influence consumer buying habits. Students will explore the importance of marketing research, analyze marketing strategies for specific products, and produce a marketing plan for a product of their choice.

**Prerequisite:** None