

MARKETING PRINCIPLES

MKG 1021

PSI 3022

Applications due September 9

PROGRAM DESCRIPTION

Students will develop an understanding of marketing concepts, principles and practices. Topics examined include the influence of environmental factors on the marketing process, marketing strategy development, marketing mix formulation and adjustment for pricing, promoting and distributing appropriate products and services to selected markets.



Student Eligibility & Prerequisites

This program is available to all CESD students:

Prerequisite: None

1. Who are excited about learning and sharing their ideas
2. Who are in grades 10, 11 or 12 and who have an interest in learning about the Financial sector.
3. Who are able to commit to the duration of the program, participating in learning activities and completing assignments and tests as scheduled, and who can meet regularly with the Off Campus Teacher to communicate about progress in the course and to identify strategies for success.

Course Outline

1. Describe the marketing environment.
2. Analyse buyer behaviour.
3. Perform market segmentation.
4. Apply target marketing strategies.
5. Perform product positioning.
6. Explain product planning methods.
7. Describe distribution strategies.
8. Analyse pricing strategies.
9. Implement a promotional mix.

ADDITIONAL INFORMATION



Cost

Tuition - \$0
(savings of approx \$500)

Textbooks and materials - \$0

Five 30 level HS credits
Three PS credits

- Students' marks will appear on their high school transcript as well as their post-secondary transcript.
- Students should have the support and guidance of their parents if they are to pursue online dual credit opportunities.
- Deadlines Matter! Students must be able to communicate with the instructor and the key school contact when alternative arrangements need to be made.
- The student understands the expectations of the dual credit program by realizing that they should be working on these opportunities for a minimum of 5-10 hours a week.