



BEV FACEY
COMMUNITY HIGH SCHOOL



BUSINESS STUDIES:

Management and Marketing 10, 20, 30

OVERVIEW

This course is designed to teach you about marketing and management, having goods and services in the right place, at the right time, and at the right price for consumers. You will learn how to develop managerial and marketing skills that can be applied in your personal lives, the community and the workplace. You will examine target markets, design logos/slogans, create visual displays around the school, promote school events and have the opportunity to create your own venture i.e., student sponsored trade fair.

This course will involve:

- practical hands-on learning through field trips to a local television station, radio station, Whyte Avenue, Northlands/Rexall Place, West Edmonton Mall and other institutions in and around Edmonton;
- computer technology to create presentations and promotions for business or school ventures;
- planning, designing, communicating and marketing a simple product venture to the class;

MARKETING 10 (5 CREDITS) NO PREREQUISITE

At this introductory level you will complete some related computer assignments in addition to written work. Students will also design an e-commerce website as one of the modules. A project concludes this course after all modules have been completed whereby you reflect upon the organizational environment, the manager's role, promotion, selling and the marketing process. This project will highlight the events that happened in the course and will be done as a presentation or a website.

Course credits offered at this level include:

- Management and Marketing
- Quality Customer Service
- E-Commerce 1
- Promotion: Print Advertising
- Visual Merchandising
- Retail Operations

MARKETING 20 (5 CREDITS)

PREREQUISITE: Marketing 10

Students will complete some related computer assignments in the computer lab and online in this intermediate level course. You will also be responsible for planning and promotion of field trips for the Marketing 10 students. A final project concludes all modules where you reflect upon: managing sales, target market, the client, products, services and promotion.

Course credits offered at this level include:

- Managing for Quality
- The Business Organization
- E-Commerce 2
- Business in the Canadian Economy
- Promotion: Broadcast Advertising
- Business in the Global Marketplace

MARKETING 30 (5 CREDITS)

PREREQUISITE: Marketing 20

In this advanced course, you will market and promote a specific school department or school function as a Special Project. Choices of areas within the school may include: Athletics, Personal Fitness, Fine Arts, Commercial Foods, Cosmetology or the School Cafe. Possible duties will include promotions, sales and advertising of these areas.

Course credits offered at this level include:

- Project D
- Project E
- Sales Techniques
- Office Systems 1
- Office Systems 2
- E-Commerce 3