

Course Outline: Promotions

School Year and Semester: 2019-2020 Semester 1

Teacher: Mr. C. Grieve

Course Description: This course is designed to help students to develop the skills in the theoretical and practical applications of projects related to assessing needs, catering to appeals, and meeting needs through advertising, display, personal selling and special activities. Students will also work on developing school community through school promotion projects.

General Learning Outcomes:

- Demonstrate an understanding of strategies related to promotional mx.
- Demonstrate an understanding of market
- Demonstrate understanding of design.
- Demonstrate an understanding of promotional strategies.
- Construct promotional material.
- Construct promotional plan.

Course Evaluation Structure:

Assignments: 40%

Projects: 40%

Comprehensive Final Project: 20%

Academic Achievement:

The final mark for term work, within the respective categories, (tests, assignments, and projects) will be cumulative. Grades will be calculated on summative assessment information only. The final calculation will be a fair reflection of a student's achievement of the learning outcomes.