**Area of Learning: Applied Design, Skills, and Technologies —   
Marketing and Promotion Grade 11**

**BIG IDEAS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Marketing services and products can be designed through consultation and collaboration. |  | Personal design choices require the evaluation and refinement of skills. |  | Tools and **technologies** can influence people’s lives. |

**Learning Standards**

|  |  |
| --- | --- |
| **Curricular Competencies** | **Content** |
| *Students are expected to be able to do the following:*  Applied Design  Understanding context   * Conduct **user-centred research** to understand opportunities and barriers   Defining   * Establish a point of view for a chosen marketing and promotion opportunity * Make decisions about premises and **constraints** that define the marketing design space   Ideating   * Generate ideas and enhance others’ ideas to create possibilities, and prioritize the possibilities  for prototyping * Work with users throughout the design process   Prototyping   * Identify and use a variety of **sources of inspiration** and **information** * Choose an appropriate form and level of detail for prototyping * Plan procedures for prototyping multiple ideas * Construct prototypes, making changes to tools, materials, and procedures as needed * Record **iterations** of prototyping   Testing   * Identify and obtain critical feedback with a **relevant audience** to evaluate effective test marketing * Based on feedback received and evaluated, make changes to product and/or service plan  or processes as needed | *Students are expected to know the following:*   * marketing and promotion opportunities within the **local community** * role of **advertising** in domestic  and international contexts * marketing processes, including the **AIDA** (Attention, Interest, Desire, Action) model * **social marketing** and ethical marketing, including the ethics of **cultural appropriation** * marketing and promotion strategies, including **test marketing**, segmentation, targeting, and positioning * ways to improve marketability of products and services * types of advertising that can influence diverse target market groups offline  and online * **risk assessment** associated with marketing products and services * influence of corporate sponsorship, including naming rights |

**Area of Learning: Applied Design, Skills, and Technologies —   
Marketing and Promotion Grade 11**

**Learning Standards (continued)**

|  |  |
| --- | --- |
| **Curricular Competencies** | **Content** |
| Making   * Identify tools, technologies, materials, processes, cost implications, and time needed  for development and implementation * Use **project management processes** when working individually or collaboratively  to coordinate or create processes or products * **Share** progress to increase opportunities for feedback, collaboration, and, if applicable, marketing   Sharing   * Decide on how and with whom to share or promote their **product or service** and creativity * Critically reflect on their design thinking and processes, and identify new marketing goals * Assess their ability to work effectively, both individually and collaboratively   Applied Skills   * Apply safety procedures for themselves, co-workers, and users in both physical  and digital environments * Identify and assess skills needed for marketing and design interests, and develop  specific plans to learn or refine them over time * Demonstrate the ability to apply a framework for problem solving   Applied Technologies   * Explore existing, new, and emerging tools, technologies, and systems and evaluate  their suitability for marketing and promotion interests * Evaluate impacts, including unintended negative consequences, of choices made  about technology use * Analyze the role and personal, interpersonal, social, and environmental impacts  of technologies in societal change * Examine how cultural beliefs, values, and ethical positions affect the development  and use of technologies on a national and global level | * event planning, coordination,  and facilitation skills * **interpersonal and public relations  skills** to promote products or services  and to interact with potential customers * career options in marketing and promotions |

|  |
| --- |
| **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Marketing and Promotion Big Ideas – Elaborations Grade 11** |
| * **technologies:** tools that extend human capabilities |

| **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Marketing and Promotion  Curricular Competencies – Elaborations Grade 11** |
| --- |
| * **user-centred research:** research done directly with clients to understand how they do things and why, their physical and emotional needs,  how they think about the world, and what is meaningful to them * **constraints:** limiting factors, such as target market characteristics, available technology, expense, space, environmental impact * **sources of inspiration:** may include personal experiences; First Peoples perspectives and knowledge; the natural environment and places,  including the land, its natural resources, and analogous settings; people, including users, experts, and thought leaders * **information:** may include professionals; First Nations, Métis, or Inuit community experts; secondary sources; collective pools of knowledge  in communities and collaborative atmospheres both online and offline * **iterations:** repetitions of a process with the aim of approaching a desired result * **relevant audience:** people who represent the target market * **project management processes:** setting goals, planning, organizing, constructing, monitoring, and leading during execution * **Share:** may include showing to others or use by others, including the client * **product or service:** for example, a physical product, event, service, strategy, process |

| **APPLIED DESIGN, SKILLS, AND TECHNOLOGIES – Marketing and Promotion Content – Elaborations Grade 11** |
| --- |
| * **local community:** for example, in the school community, for a local not-for-profit agency * **advertising:** including ambient advertising and digital or virtual advertising * **AIDA:** AIDA is an acronym for Attention, Interest, Desire, and Action, referring to the marketing and advertising stages from when a consumer first becomes aware of a product or brand through to when the consumer makes a purchase decision. * **social marketing:** Rather than financial effects, the primary goal is to achieve positive social effects. * **cultural appropriation:** using or sharing a cultural motif, theme, “voice,” image, knowledge, story, song, or drama without permission or appropriate context or in a way that may misrepresent the real experience of the people from whose culture it is drawn * **test marketing:** The purpose of test marketing is to find out how users/consumers receive promotion ideas before the marketing strategy is launched on a larger scale. * **risk assessment:** anticipating and addressing user/consumer effects (e.g., financial hardship and social-emotional impacts) and  environmental challenges * **interpersonal and public relations skills:** for example, professional communications and courtesies; technological or visual supports to accompany marketing or demonstrations at conferences; social media and networking |