

Marketing Program

Overview of Program

The Marketing program is designed to prepare students for employment related to the Marketing field. Students will acquire technical skills as well as skills required in critical thinking, applied academics, career development, and life management. There will be opportunities to learn business, economic and leadership skills required for entry into marketing, management, and entrepreneurial occupations. Students must enroll in year-long classes within the same option of this program to be considered as a prospective program concentrator. See recommended course sequence for specific course names.

Students enrolled in the Marketing Program will be members of the local, state, and national chapters of DECA.

Students enrolled in the Marketing Program will be responsible for maintaining and running a school store, with the students of Financial Services.

Courses required to complete the program

Beginning Marketing

Course Description: This course is designed to give students opportunities to explore and understand marketing, management, and entrepreneurial principles.

Advance Marketing (Entrepreneurship)

This course is designed to prepare students for employment in various sales, customer service, advertising and promotion, and first-line supervisory positions in wholesale, retail, and service establishments. Students will choose one of the four program options to study during the year long course.

Scope and Sequence

Recommended Electives			
<i>9th Grade</i>	<i>10th Grade</i>	<i>11th Grade</i>	<i>12th Grade</i>
Software Development Option			
Career Exploration	Beginning Marketing	Advanced Marketing (Entrepreneurship)	Internship