

Practicum in Marketing



Prerequisite: Any combination of Marketing courses equaling 3 or more credits
Course: 1364CA/1364CB **Credits:** 2 **Length:** 36 weeks **Placement:** 11-12

Course Description

Are you ready to compete in our fast paced ever-changing world?

Marketing is that dynamic force that helps drive business around the world.

Marketing is :

- Focused on the customer (Target Market)
- The four P's (Product, Price, Place & Promotions)
- Planning an actionable marketing plan with strategies
- Creating a profit while making customers happy

All businesses, organizations and people need **MARKETING** so their customers or voters or prospective employers know about them. Without the proper **MARKETING** a product will just sit on a shelf, a doctor will not have patients, an organization will not attract members or raise money for their cause, a politician will not have a great campaign, and a candidate for a job will not know about **MARKETING** themselves. DECA participation is highly recommended.

Student Activities

Create a Job Fair Create a Career
 Interview Portfolio
 Produce a Fashion Show
 Manage The Barber Shoppe
 DECA
 Internships

Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

DECA students have access to:

- Guest speakers
- Field trips to the Cowboys Stadium, Mavs game, Six Flags and MOCK DECA competition

Local, State & Nationwide travel with DECA competitive events

Additional Considerations

If a student does not have transportation, opportunities will be limited.