



Marketing

Prepare for a career in sales, advertising, and business management or become an entrepreneur.

Investigate the basics of owning your own business by working in the school store. You will learn how a product is moved throughout the distribution channel, the importance of packaging and advertising and how to start a business. Students will have the opportunity to see how each of these things impacts our economy by visiting cities such as Chicago and/or New York.

Put your knowledge to work the second year in an afternoon co-op in a marketing-related field. Earn college credit for what you learn in high school. Each student is a member of DECA, an association of marketing students.

This class meets for one period your Junior year and one period your Senior year. Seniors will co-op 15 hours per week. Whether you're going off to college or planning to enter the workforce after high school, marketing is a skill you can take with you. A \$3,000 Tech Prep Scholarship will help you earn an associate degree at Sinclair Community College.

Sample High School Schedule

Grade 9

ENGLISH	English
MATH	Algebra or Geometry
SCIENCE	Integrated/Physical Science
SS	World History
PE/HEALTH	PE (sem)/Health (sem)
ELECTIVE	Word Processing/ Foreign Language/ Choice

Grade 10

ENGLISH	English
MATH	Geometry or Algebra II
SCIENCE	Biology
SS	American History
PE/HEALTH	PE (sem)/Health (sem)
ELECTIVE	Foreign Language/ Choice

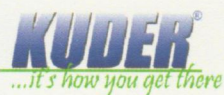
Grade 11

ENGLISH	English
MATH	Geometry or Algebra II
SCIENCE	Chemistry or Earth Science
SS	Social Studies Elective
PATHWAY	Marketing
ELECTIVE	Business Economics or Choice

Grade 12

ENGLISH	English
MATH	Algebra II or Transition to College Math
SS	U.S. Government and/ or Social Studies Elective
PATHWAY	Marketing II, Cooperative Work Experience
ELECTIVE	Choice

Students can take any Advanced Placement or Honors classes while taking this Tech Prep program!



The Kuder Career Planning System offers a comprehensive solution for career planners at all stages of career development. Go to <http://oh.kuder.com> and take the online career interest and skills survey to find a career that's right for you! Contact your high school counselor for more details.