

# 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. 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 work-force after high school, marketing is a skill you can take with you. You can work toward an associate degree with the help of a \$3,000 Sinclair Tech Prep Scholarship. Students can take any Advanced Placement or Honors classes while taking this program!

*Source: United States Department of Labor – Bureau of Labor Statistics (accessed 12/18)*  
*(<https://www.bls.gov/ooh/occupation-finder.htm>)*

<b>Occupation</b>	<b>Projected Job Growth by 2026</b>	<b>Average Salary</b>
Adv./Promotions/Marketing Mgrs.	10%	\$129,380
Market Research Analysts	23%	\$63,230
Public Relations Specialists	9%	\$59,300

Suggested Semester Elective  
Sports Marketing

Student Organizations  
DECA