

# Marketing

**Certifications/Licensures:**  
NA

**Endorsement**  
**Business & Industry**

**Clubs:**  
DECA  
(Distributive Education Clubs of America)



Building a career in the booming field of marketing, sales and service starts with selling you, you need to think of yourself as a “product” and define the features and benefits that will attract your “customers” – the employers that might hire you. Your resume is like an advertisement telling your story clearly and compellingly by detailing the education, experience, and skills you have that qualify you for the job. Then, with persistence, comes an interview, during which you have to dress to impress, speak and listen well, and show that you can be a valuable member of the organization’s team. Finally, you need to close the deal by following up with a thank-you note that makes a positive impact on the hirer. If you want learn how to package yourself for success, sell any type of product or service, or serve all kinds of customers, then Marketing may be the right cluster for you.

**Principles of Business, Marketing & Finance**  
(9-10) 1 credit

*One or more of the following courses, must total at least one year credit*

Entrepreneurship (10-12) .5 credit

Advertising (10-12) .5 credit

Fashion Marketing (10-12) .5 credit

Sports & Entertainment Marketing (10-12) .5 credit

Social Media Marketing (10-12) .5 credit

**Advanced Marketing (11-12) 2 credits**

**Practicum in Marketing (12) 2 credits**

**Extended Practicum in Marketing (12) 1 credit**  
*(Must be taken concurrently with Practicum in Marketing)*