DAVIS SCHOOL DISTRICT

www.davis.k12.ut.us

CAREER AND TECHNICAL EDUCATION

STRANDS

- The Marketing Mix
- Internal & External Influences
- Market Segmentation
- Product / Service Management
- Audience Targeting
- Product Transportation
- Client Need
- Sales Presentations
- Personalized Communication
- Market Analysis

CTE® Learning that works for Utah

MARKETING 1 & 2

ABOUT

Marketing I explores the seven core functions of marketing: Marketing Planning, Pricing, Product/Service Management, Promotion, Channel Management, and Selling. Marketing II is a project-based course that allows students to develop and demonstrate management-level marketing skills. **Concurrent Enrollment available for Marketing II.**

JOB OUTLOOK

Employment is projected- to grow 10% from 2016 to 2026

REQUIREMENTS

Semester course for Sophomores, Juniors, or Seniors

LOCATIONS

All high schools students have access to take Marketing 1 and 2

Talk to your high school CTE Coordinator

CTE Business/ Marketing Specialist
Annette Godfrey - agodfrey@dsdmail.net