



Entrepreneurship (Pathway 244)



Reedley High School

Course Sequence

Multimedia Marketing



Concentrator Class



Capstone Class

Valley ROP Program Description



The Marketing, Sales, and Services sector is designed to align career-path course work with current and projected employment opportunities.

There is a basic business foundation in this sector: marketing and innovation are two major competitive issues for businesses today.

Marketing includes the processes and techniques of identifying, promoting, and transferring products or services to consumers and is a function of almost every business.

It exists within an environment of rapidly changing technology, interdependent nations and economies, and increasing demands for ethical and social responsibility

