

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.



Business Department



Winston County Technical Center

1122 County Road 24, Double Springs, AL 35553
205-489-2121, lfaulkner@winstonk12.org

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The following person has been designated to handle inquiries regarding the non-discrimination policies:

Mr. Shandy Porter (Title IX)
Federal Programs Director
PO Box 9, Double Springs, AL 35553
205-489-5018, ext. 6714

Mrs. Lauren Archer (504)
Special Education Director
PO Box 9, Double Springs, AL 35553
205-489-5018, ext. 6727

LATRICA FAULKNER'S BUSINESS DEPARTMENT

Winston County Technical Center
Double Springs, Alabama



Business/Marketing Department Courses Taught:

Marketing Principles 550011

Accounting 470012

Banking & Financial Services 470011

Sales & Promotion Planning 550021

Business Technology Applications 450006

Management Principles 550011

Accounting is a one-credit course designed to help students understand the basic principles of the accounting cycle. This course provides a comprehensive introduction to basic financial accounting, including analyzing and recording business transactions, preparing and interpreting financial statements, demonstrating generally accepted accounting principles, and performing banking and payroll activities.



Marketing Principles is a one-credit course designed to provide students with an overview of in-depth marketing concepts. Students develop a foundational knowledge of marketing and its functions, including marketing information management, pricing, product and service management, entrepreneurship, and promotion and selling. Students examine the need for sales and marketing strategies. Students practice customer relationship skills, ethics, technology applications, and communicating in the workplace.

Banking & Financial Services is a one-credit course designed to help students develop skills related to banking and related services as they process customer transactions, maintain cash drawer, process documents, and respond to customer requests to provide other customer services. Students employ technical skills to perform data processing functions as well as to perform new account functions. Applicable skills are utilized by practicing lending functions, including aiding the customer in determining the best loan alternative; processing the customer's application to include appropriate information; and processing the loan to complete transactions.



Business Technology Applications is a one-credit foundation course designed to assist students in developing technological proficiencies in word processing, spreadsheets, databases, presentations, communications, Internet use, ethics, and careers using technology applications. Simulations and projects promoting teamwork, leadership, and workplace skills offer further opportunities for application of knowledge and skills.

Management Principles is a half-credit or one-credit course designed to provide students with an understanding of the organizational functions of businesses, including quality concepts, project management, and problem solving. Topics include analyzing functions of management, examining leadership styles, and reviewing organizational structures.

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Latricia Faulkner, Business Instructor
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