

Marketing Principles,

The Marketing program of Career and Technical Education focuses on the promotion and exchange of goods and services, which are essential to business and economic development on every level. The program integrates workplace demands and employability skills, incorporating various instructional strategies to accommodate students' learning styles and interests.

Sports and Entertainment Marketing,

Areas of instruction that are focused on include academic planning and career development, financial literacy, and technology. Acquisition of these skills is achieved by incorporating content and strategies that can easily allow students to meet the required online experience as defined in the ALSDE High School Distance Learning.

Entrepreneurship,

This course is designed to provide students with skills needed to effectively organize, develop, create, and manage a business. This course includes business management and entrepreneurship, communication, and interpersonal skills, economics, and professional development foundations.

**Addison High
School
Marketing
Education
Department
Lindsey
Carden,
Instructor**



**Marketing Principles
12164G1001**

**Sports and Entertainment
Marketing 12163G1001**

Entrepreneurship 12053G1000

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AHS students receive a CTE Credential titled The Certified Guest Service Professional. This is a comprehensive training program designed to accomplish the goal of creating guest service-oriented hospitality professionals who know how to engage with their guest in order to provide memorable guest service at all times. This is internationally recognized.



DECA provides teachers and members with educational and leadership development activities to merge with the classroom instructional program, teaching the skills that a successful career in business requires. Working hand-in-hand with the educational and business communities, DECA's goal is for its members to develop a "career success kit" to carry into their professional and personal lives after graduation, including:

- Occupational skills needed for careers in marketing, finance, hospitality and entrepreneurship
- Leadership skills
- An understanding and appreciation of civic responsibility
- Ethical behavior in personal and business relationships
- An understanding of the role of our free enterprise system in the global economy

The Winston County Board of Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups.

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

Mr. Bart Shannon
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205-489-5018

Mrs. Lauren Archer
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