

Marketing and Sales



The Marketing and Sales program of study teaches CTE learners how to collect information to determine potential sales of a product or service and/or create a marketing campaign to market or distribute goods and services. Through this program of study, students will learn the skills necessary to understand and apply data on customer demographics, preferences, needs, and buying habits.

Level 1	7300 Principles of Business, Marketing and Finance
Level 2	7350 Sports and Entertainment Marketing
Level 3	7375 Social Media Marketing 7343 Statistics and Business Decision Making
Level 4	7391/L Career Preparation I