MARKETING

Co-op definition—the marketing coordinator visits the workstation and works cooperatively with the student's employer to evaluate job performance.

INTRODUCTION TO MARKETING 8110
Credit(s): 1.0 Grade level(s): 9-12
Prerequisite(s): None

Introduction to Marketing is the basic elective course offered in the three-year Marketing Program. The course is designed to provide students with the competencies needed for successful entry-level employment in marketing occupations. It equips students with the social, economic, marketing, and job search competencies necessary for successful employment in retail, wholesale, and service businesses. Manager, assistant manager, supermarket jobs, waitress, hotel/motel manager, cashier, fashion coordinator, salesperson, buyer, and many more jobs will be explored. Students will participate in DECA activities.

School(s) offering course: All HS

MARKETING (Non-Co-op) 8120 - (Co-op) 8120C
Credit(s): 1 (Non-Co-op); 2 (Co-op) Grade level(s): 11-12
Prerequisite(s): If the student enrolls in Co-op, he/she must have instructor approval and be willing to accept employment in a marketing occupation; student must be 16 by November 1.
Marketing is designed for students pursuing a career in marketing. The course provides students with instruction that enables them to obtain and succeed in their chosen marketing occupation. Students may elect to combine classroom instruction with continuous, on-the-job training during the school year supervised by the marketing coordinator. On-the-job training during summer months also may be counted if supervised by the marketing coordinator with a training agreement and plan. Students concentrate on marketing competencies in the areas of economics, market planning, self-development, marketing math, employment and advancement, human relations, communications, physical distribution, personal selling, and sales promotion. Students will participate in DECA activities.

School(s) offering course: All HS

ADVANCED MARKETING (Non-co-op) 8130 - (Co-op) 8130C
Credit(s): 1 (Non-Co-op); 2 (Co-op) Grade level(s): 12
Prerequisite(s): Completion of Marketing, Fashion Marketing, or Sports, Entertainment, and Recreation Marketing. If the student enrolls in Co-op, he/she must have instructor approval and be willing to accept employment in a marketing occupation; student must be 16 by November 1.

Advanced Marketing enables students to develop competencies needed to advance in full-time employment in marketing. Students develop advanced competencies in several of the same

areas studied in Marketing and, in addition, develop competencies in the areas of supervision, merchandising, market research, and management. Students combine classroom instruction with continuous, on-the-job training during the school year supervised by the marketing coordinator. On-the-job training during summer months also may be counted if supervised by the marketing coordinator with a training agreement and plan. Students will participate in DECA activities.

School(s) offering course: All HS

SPORTS, ENTERTAINMENT, AND (Non –Co-op) 8175 - RECREATION MARKETING (Co-op) 8175C
Credit(s): 1 (Non-Co-op); 2 (Co-op) Grade level(s): 11-12
Prerequisite: If the student wants to co-op, he/she must have instructor approval and be willing to accept employment in the sports or entertainment or recreation industry; student must be 16 by Nov. 1.

This Marketing Cooperative Education course is designed to develop skills in the areas of marketing analysis, event marketing, communications, and human relations along with a thorough understanding of the sports, entertainment, and recreation industry, and career options available. Students combine classroom instruction with continuous, on-the-job training during the school year supervised by the marketing coordinator. On-the-job training during summer months also may be counted if supervised by the marketing coordinator with a training agreement and plan. Students will participate in DECA activities.

School(s) offering course: All HS

ENTREPRENEURSHIP 9093
Credits: 1 Grade Level(s): 10-12
Prerequisite(s): None

This course introduces students to the exciting world of creating, owning, and launching their own business. Students will learn concepts and techniques for planning an innovative business and living the entrepreneurial lifestyle. Students will learn concepts beyond business skills including economics, marketing, finance, and customer service.

School(s) offering course: All HS

FASHIONS AND INTERIOR DESIGN 8248
Credits: 1 Grade level(s): 9-12
Prerequisite(s): None

This course offers an opportunity to explore the fashion industry and to study interior architectural styles and principles of design. Fashion industry components include wardrobe planning and coordination, purchasing practices, and proper care and storage of clothing and accessories. Interior design components include appropriate selection and construction of

furnishings and accessories, as well as development of cost estimates. Students will participate in FCCLA activities.

School(s) offering course: Not offered 2017-18; Offered 2018-19