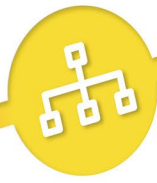


# MARKETING



Ideas



Teamwork



Growth

## Career & Technical Education



### Marketing

#### DESCRIPTION:

Marketing is one of the highest ranked in-demand job sectors in Arizona. In this pathway students focus on the theories of marketing while engaging in real-world scenarios. The Marketing program includes instruction in market research, economics, marketing budgets, creative development, and design. Students learn marketing foundations and functions with an emphasis on public relations, advertising, branding, promotion, product and service management, pricing, and distribution.

#### SITES:

Desert Mountain

#### CAREER & TECHNICAL STUDENT ORGANIZATION (CTSO):

DECA, Inc. (DECA): [www.deca.org/](http://www.deca.org/) Class fee pays for DECA student membership

Course Sequence	Pre-Requisite	Fee	Dual Credit
Marketing I <b>8620-8621</b>	None	\$25	Yes
Marketing II <b>8712-8713</b>	Marketing I	\$25	Yes

- Dual Enrollment – Scottsdale Community College
- Two-Year Program Completion
- Industry Certification: [RISE Up | NRE Foundation](#)
- Technical Standards: [www.azed.gov/cte/marketing](http://www.azed.gov/cte/marketing)