

# MARKETING

In the Marketing CTE Pathway, students learn the principles of business and marketing, the concepts of economics, entrepreneurship, and the understanding of human resource skills that is very important for the marketing field. The class also focuses on topics such as career exploration, employability skills and personal finance. The Marketing Program helps students gain knowledge and skills associated with distribution, marketing information, management, pricing, promotion, purchasing, advertising and selling. The students also help run the Bedford High School Store.



**Ms. Webb**  
**Instructor**  
**[cwebb@bedfordschools.org](mailto:cwebb@bedfordschools.org)**  
**440-439-1500**

## POSSIBLE CAREERS

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- Art Director
- Editor
- Financial Manager
- Graphic Designer
- Market Research Analyst
- Public Relations and Fundraising Manager
- Public Relations Specialist
- Sales Manager

## POTENTIAL CERTIFICATIONS / INDUSTRY CREDENTIALS

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- Google Adwords (3 POINTS)
- Google Analytics (3 POINTS)
- Intuit Quickbooks (3 POINTS)
- Entrepreneurship & Small Business (3 POINTS)

## COURSES

11TH: Marketing Apps  
Digital Marketing

12TH: Merchandising & Buying  
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