



## **Marketing**

The Marketing Pathway offers students a comprehensive foundation in marketing principles, brand management, and entrepreneurship through a sequence of dual-enrollment courses. By completing this pathway, students gain real-world marketing knowledge, hands-on experience, and college credit, preparing them for careers or further education in business, marketing, and entrepreneurship.

**Location: John F. Kennedy High School**

## **Courses**

### **Principles of Marketing DE (Grade 10)**

This dual enrollment course introduces the fundamental principles and practices of marketing, offering a detailed study of the marketing mix—product, price, place, and promotion—along with an introduction to marketing research and consumer behavior.

### **Marketing II - Branding DE (Grade 11)**

This dual enrollment course introduces students to core concepts in branding and brand management. Students will explore how to build, measure, and manage brand equity through marketing strategies and real-world applications. Ideal for those pursuing careers in marketing, advertising, or brand development.

### **Entrepreneurship DE (Grade 12)**

This third dual enrollment course in the marketing pathway examines how to convert ideas into successful business ventures. Students explore how to develop and test business concepts, evaluate the realities of entrepreneurship, prepare business plans, seek expert guidance, secure financing, and avoid common pitfalls. Ideal for students interested in starting or managing a business.

## **Skills Gained**

- Problem-solving & Innovation
- Critical Thinking & Decision Making
- Communication and presentation skills
- Creativity and innovation in campaign design
- Data analysis and market research techniques
- Teamwork and leadership in project settings

## **CTSO**

- DECA - Distributive Education Clubs of America ([www.deca.org](http://www.deca.org))

## **Dual Enrollment/College Credit**

Berkeley College

## **Careers**

*Marketing assistant, Sales rep, Social media coordinator, Brand ambassador, Market research assistant, Customer service rep, Small business owner, Marketing and Advertising, Social Media Management, Sales and Retail Management, Public Relations, and Entrepreneur*

*This pathway is a great fit for students interested in business, creativity, and entrepreneurship.*