

PRINCIPLES OF MARKETING

Central High School



Mr. Jost

325.659.3400 x412

gerald.jost@saisd.org

Course Description

The Business, Marketing, and Finance Program introduces employability skills and work-based learning. Students gain competencies to transition from high school to careers, exploring workplace communication, critical thinking, and collaborative employer opportunities.

EXPECATATIONS

1 BE ON-TIME, ON-TASK, & PREPARED TO LEARN 
everyday!

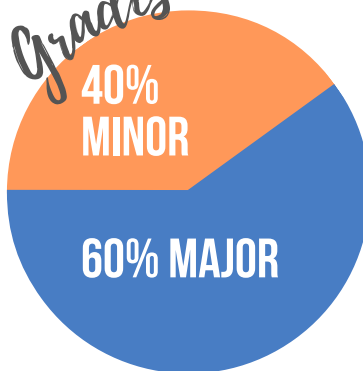
2 KEEP ALL PERSONAL ELECTRONICS *put away!*

3 *Be responsible*
FOR YOUR OWN LEARNING

4 *Respect!* THE TEACHER
THE CLASSROOM
OTHER STUDENTS

5 TRASH GOES IN THE *trash can!* 

Grades



1. FOUNDATIONS OF MARKETING & CORE FUNCTIONS
2. THE MARKETING MIX (4 PS)
3. MARKET ANALYSIS & ENVIRONMENTAL SCANNING
4. MARKET IDENTIFICATION & SEGMENTATION
5. MARKETING INFORMATION & RESEARCH
6. PRICING STRATEGIES & VALUE DETERMINATION
7. PRODUCT & SERVICE MANAGEMENT

Tutorials

M

7:40 AM - 8:10 AM
4:00 PM - 4:30PM

W

7:40 AM - 8:10 AM

F

B LUNCH

* OTHER TIMES AVAILABLE BY APPOINTMENT

CLASSROOM RESOURCES

Schoology and Google Classroom will be central parts of our daily routine. All assignments, materials, and due dates will be posted across both platforms. Because you can access them from anywhere, you can easily log in to check for updates and stay caught up if you are absent



Texas DECA helps students develop leadership and business skills through competitions and real- world experiences.