



### COLLEGE TECH PREP

## Interactive Marketing and Design

The world of marketing, graphics, communications, photography, public relations and media is changing at rapid speed. This Marketing College Tech Prep Program will prepare students to explore careers and post-secondary options in communication-based fields. With the community as the classroom, students will use projects and experience-based learning to examine the foundations of marketing, management, graphic design, communication, public relations and advertising. Students will also utilize the latest in interactive technology, social media, and software to gain real world experience and build a professional portfolio. The program will offer students unique experiences in creativity, critical thinking, collaboration, leadership, initiative and adaptability.

### Skills necessary for success

- Creative problem-solver
- Makes decisions based on facts and experience
- Works with information, products and ideas
- Demonstrates written and verbal communication
- Interpersonal skills to work well with others
- Technology/media skills

**GRADE LEVEL: 10, 11, 12**

**LENGTH: Two years**

**SCHOOL: Cuyahoga Falls**

**CREDIT: Level I: Marketing Principles 1, Digital Marketing and Management 1; CP English 1 (optional).**

**Level II: Marketing Applications 1, Integrated Marketing Communications 1, Optional Capstone \*1. (\*Capstone includes project/problem-based learning opportunities that occur both in the building and at an external site. Students may combine classroom teaching with work experience.)**

### Professional pathway

- Department store sales associates
- Sales manager
- Retail store manager
- Advertising specialist
- Public relations specialist
- Media/technology manager

### Recommendations

- Excellent attendance record
- Minimum 2.5 GPA

### Career interests/helpful background

- Dealing with people and products
- Sales, business marketing experience
- Speaking, making presentations
- Business finance experience

### Higher education opportunities

- College credits available. See page 33.
- Associate's degree
- Bachelor's degree

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