



CAREER-TECHNICAL EDUCATION

Marketing Management

In their exploration of the fields of marketing, management, public relations, communications, advertising and sales, students get extensive experience in the use of the latest in technology and software. With the community as the classroom, students immerse themselves in the world of marketing through hands-on, community and experienced-based projects to bridge learning both inside and outside the classroom. Students enrolled in this program will have the option to participate in DECA's local, state and international competitive events to enhance the classroom curriculum.

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

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 39.
- Associate's degree
- Bachelor's degree

Grade Level: 10, 11, 12
Length: Two years
School: Roosevelt

COURSES & CREDITS:

Level I: Adv or CP English 1cr (4.5 or 4.0)

IA Marketing Principles 1cr (5.0)

IB Professional Sales 1cr (5.0) Optional Academic or Elective Course

Level II: IIA Marketing Applications 1cr (5.0)

IIB Strategic Entrepreneurship 1cr (5.0) Optional

Marketing Management Capstone 1cr (4.0)

Optional Academic or Elective Course

4.5 or 5.0=credit weighted on a 4.0 scale