



## COLLEGE TECH PREP

# 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.

### 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 33.
- Associate's degree
- Bachelor's degree

**GRADE LEVEL: 10, 11, 12**  
**LENGTH: One or two years**  
**SCHOOL: Roosevelt**

### CREDIT:

**Level I: Marketing Management IA 1; Marketing Management IB 1.**  
**Level II: Marketing Management IIA 1; Marketing Management IIB 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.)**