

MARKETING

COURSES OFFERED

Grades 11, 12

Marketing

0403

Advertising and Promotion

0405

Advanced Marketing

0404

Marketing Co-op

See Course Description

MARKETING **No. 0403****Full Year/Full Time****Grades 11, 12****Credit 1.0**

Are you interested in the dynamic areas of marketing or management? Over one-third of the jobs in the country deal with some aspect of marketing. Consider the possibilities! The marketing program includes topics relating to research and development, product planning, business and marketing concepts, buying and pricing, international trade, and career preparation (applications, resumés, and interview techniques are developed). Speakers, role-playing, case problems, videos, team-work, and simulations are utilized.

Students are encouraged to participate in DECA (An Association of Marketing Students). Leadership skills and marketing competencies can be developed through involvement in DECA at the district, state, and national conferences. Areas of competition include Advertising, Apparel and Accessories, Finance and Credit, Hospitality and Tourism, Restaurant Management, Entrepreneurship, and Sports and Entertainment Marketing.

Criteria for Selection -

This course **MUST** be taken in conjunction with Advertising and Promotion (0405) during 1st or 2nd Semester.

ADVERTISING & PROMOTION **No. 0405****Semester/Full Time****Grades 11, 12****Credit .5**

Students will develop skills in advertising, professional selling, and visual merchandising. Creative projects are utilized to provide hands-on learning experiences. Skills are demonstrated in the preparation of advertising projects in various media, such as newspaper layouts and television commercials. Sales demonstrations are role-played to give students experience in personal selling techniques.

Criteria for Selection -

Co-requisite: Marketing (0403).

ADVANCED MARKETING **No. 0404****Full Year/Full Time****Grade 12****Credit 1.0**

This course is designed for marketing students interested in developing advanced marketing competencies. A study of entrepreneurship gives students the opportunity to individually select an idea for a business they would be interested in owning and operating. Market research and analysis are used to determine the location and product/service mix for the new business. The organization, financing, promotion, and management for a business plan are also developed. Students will create an advertising campaign and grand opening for their businesses.

In addition, the curriculum focuses on market research, risk management, and international marketing. To facilitate personal success in the business world, time and stress management skills are sharpened. Case studies and guest speakers are utilized throughout the course.

Students may receive credit and early dismissal from school for part-time employment taking Marketing Co-op. Also students may participate in DECA (An Association of Marketing Students).

Students enrolled in Advanced Marketing are not to enroll in Entrepreneurship.

Criteria for Selection -

Successful completion of Marketing (0403) and Advertising and Promotion (0405).

MARKETING CO-OP**Semester/Full Time****Grade 12****Credit 1.0**

Students enrolled in Advanced Marketing can earn credit for their work experience outside of school. The co-op student's job is marketing oriented, with an average of 15 hours per week at an approved work site. Early dismissal from school gives students the opportunity to fulfill the hours required on the job. Some students elect not to have an early dismissal so they may take a full academic schedule (refer to No. 0416 and No. 0417 for Period 12). The work experience is supervised by the Marketing Teacher-Coordinator and the student's supervisor at work. Select the course numbers that correspond to the early dismissal time requested:

MARKETING CO-OP **No. 0414**
Semester 1 Period 11 Full Time

MARKETING CO-OP **No. 0412**
Semester 1 Periods 10-11 Full Time

MARKETING CO-OP **No. 0410**
Semester 1 Periods 8-11 Full Time

MARKETING CO-OP **No. 0408**
Semester 1 Periods 7-11 Full Time

MARKETING CO-OP **No. 0406**
Semester 1 Periods 5-11 Full Time

MARKETING CO-OP **No. 0415**
Semester 2 Periods 11 Full Time

MARKETING CO-OP **No. 0413**
Semester 2 Periods 10-11 Full Time

MARKETING CO-OP **No. 0411**
Semester 2 Periods 8-11 Full Time

MARKETING CO-OP **No. 0409**
Semester 2 Periods 7-11 Full Time

MARKETING CO-OP **No. 0407**
Semester 2 Periods 5-11 Full Time

MARKETING CO-OP **No. 0416**
Semester 1 Period 12 Full Time

For those students who have a full schedule, but would like to participate in Co-op.

MARKETING CO-OP **No. 0417**
Semester 2 Period 12 Full Time

For those students who have a full schedule, but would like to participate in Co-op.