

MARKETING CAREER CLUSTER

5000 PRINCIPLES OF BUSINESS, MARKETING, FINANCE & INFORMATION TECHNOLOGY

Grades: 9-12

Credit: 1

Prerequisite: None



Performing marketing activities to reach organizational objectives.

Students will develop computer literacy skills to adapt to emerging technologies. Students will develop a basic understanding for computer hardware, networks, word processing, spreadsheet, database, presentation software, and design and web publishing. Students employ both student-created formulas and preprogrammed functions to produce documents such as budget, payroll, and statistical tables while implementing personal and interpersonal skills to prepare for a rapidly evolving workplace environment. Students will enhance reading, writing, computing, communication, and reasoning skills and apply them to the information technology environment.

5060 ADVERTISING & SALES PROMOTION

Grade: 10-12

Credit: 1

Prerequisite: None

Tech Prep - ATC



Performing marketing activities to reach organizational objectives.

Advertising and sales promotion is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media. The course explores the social, ethical and legal issues of advertising, historical influences, strategies, and media decision processes as well as integrated marketing communications. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

5508 PRACTICUM IN MARKETING (CO-OP CLASS)

Grades: 11-12

Credit: 3

Prerequisite: Must provide own transportation

Tech Prep - ATC



Performing marketing activities to reach organizational objectives.

Through course required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication, and customer-service skills. This practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical education courses in marketing education and can be taken one or two times. Active club participation in DECA is expected.