



# MARKETING EDUCATION

The Marketing Education program teaches students to understand and develop skills currently in demand by business owners, managers, and employees. Students prepare for employment in the retail, wholesale, management, and service industries.



## SPECIAL CLASS FEATURES

## COURSE CONTENT

- > Selling skills and sales presentations
- > Entrepreneurship and business plan creation
- > Market and product planning
- > Promotion and advertising strategies
- > Public relations
- > Product and service management
- > Economics
- > Business communications
- > Personal finance
- > Credit and banking
- > Small business management
- > Social Marketing and E-Commerce
- > Customer service and cashiering
- > Event planning

Operate the Tip of the Mitt store

Participate in DECA District, State or Nat'l Competitions

Learn computerized Point of Sale system

Operate decal and shirt press machine





Earn college credit

Earn 1/2 credit English 12 and 1 credit Senior Math

VPAA credit and earn Economics credit

Use current software programs on classroom laptops

## EMPLOYMENT SKILLS FOR THE FUTURE

-  Problem Solving
-  Employability Skills
-  Teamwork / Collaboration
-  Use of Industry Standard Equipment and Technology

