



This program offers excellent career opportunities for both male and female students.

Credits, Articulations & Prerequisites

Credits:

Cross credit with some academic courses (including 4th year related math, VPAA, math & science) may be available and will be reviewed on a case-by-case basis with each district's counseling department.

Articulations:

- Davenport University

Prerequisites:

- Junior status
- Grade of C or better and instructor approval to go on to the advanced level

Program Description

The Marketing program features concepts to enhance leadership, communication, and marketing skills while preparing students for future employment and assist with the transition to becoming successful, productive citizens. The program consist of various avenues for marketing careers. Sports and Entertainment Marketing will include using Virtual Sports software for projects centered on ballparks, theaters, television, stores, radio, school events as well as the Internet. Fashion marketing explores fashion origins, design and color, textiles and construction, designer icons, fashion centers, the production process, and display. All marketing areas will include field experience. A major focus will be on economic factors as well as the basic knowledge needed in selling. Advanced study will include marketing concepts using the VEI (Virtual Enterprises International) program. Students will experience a variety of activities to develop marketing skills with a focus on business mathematics.

Special Features

Leadership and work-based learning opportunities available.

STATEMENT OF COMPLIANCE

The Downriver Career Technical Consortium complies with all federal laws and regulations of the U.S. Department of Education. It is the policy of the Downriver Career Technical Consortium that no person on the basis of race, color, religion, national origin or ancestry, age, gender, marital status, disability or limited English proficiency shall be discriminated against or excluded from participation in any program or activity to which it is responsible or for which it receives financial assistance from the U.S. Department of Education. Furthermore, the consortium will encourage participation by all of the above.