



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
- Henry Ford College

Prerequisites:

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

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

Program Description

In the Marketing program, students use the basic marketing principles of psychology, promotion, advertising, sales, merchandising, and economics to develop skills needed to enter the workforce and/or advance their studies in business at the post-secondary level.

Projects and demonstrations are part of this hands-on program in which critical thinking and evaluative techniques are learned in order to help students understand the importance of continuous improvement.

At the advanced level, students develop the skills necessary to become successful in a host of real-world project-based learning opportunities. Areas of focus will include management, distribution, entrepreneurship, purchasing, promotion, pricing, selling, and accounting. This program equips students to take on various marketing projects that exist both inside and outside of the classroom. Students will be expected to conduct fieldwork, maintain a business relationship with vendors, and show the initiative required to operate a successful business.

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.