



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
- Henry Ford College

Prerequisites:

- Junior status (Sophomores may be considered)
- Grade of C or better and instructor approval to go on to the advanced level

Program Description

The Marketing program prepares students for employment in the business world by experiencing and dealing with all phases of marketing. Students will learn about advertising, sales, employment preparation skills and business communication, marketing ethics, how to create and develop a small business of their choice and work through the process of opening their own business, developing a real-life business plan, creating a floor plan, and a sales presentation to gain financial backing. They will not only become employees of a virtual business, but also learn the management operations of a retail store through participating in the purchasing, pricing, advertising, and selling of goods for the school store. In addition, students gain managerial experience by supervising other students in this retail setting.

Special Features

Leadership opportunities available through DECA (a marketing-related student organization).

Work-based learning opportunities available.
