



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
- Interest in advertising, selling and purchasing as well as good people skills
- Application and interview
- C or better and instructor approval to go on to the advanced level

Program Description

The Marketing program covers many aspects of marketing including the fundamentals, visual merchandising as well as the selling process and entrepreneurial spirit. Topics of study will include economics as it relates to business and everyday life, the role of marketing in business and society, and the skills necessary to succeed in marketing, advertising, media, and print advertisements.

In addition, students will study product service planning concepts that include designing products, branding, packaging and labeling, price planning and strategies, distribution and inventory control, the steps of the selling process, conducting marketing research, entrepreneurial concepts, developing a business plan, and identifying career opportunities in marketing. Much of the work is hands-on, project-oriented and team-based.

Special Features

Leadership opportunities available through participation in DECA.

Work-based learning opportunities available.
