



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:

- Baker College
- Ferris State University
- Wayne County Community College District

Prerequisites:

- 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

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

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.

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.

Adopted by the Downriver Career Technical Consortium
November 23, 1982