



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
- Henry Ford College
- Wayne County Community College District

Prerequisites:

- 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

The Marketing program examines economic concepts to aid in understanding marketing and business. The skills, techniques, and attitude necessary for the salesperson to assist customers in making purchasing decisions are presented. Students will also examine the relational skills necessary to be successful in the workplace, be exposed to the background skills and knowledge needed for a career in merchandising, and explore various marketing careers.

At the advanced level, students learn and practice the competencies in marketing functions through classroom activities and practical experience via class projects. Students will be involved with marketing functions including product/service planning, distribution, pricing, promotion, risk management, visual merchandising, selling, and purchasing. Students will prepare for the world of work through the application process in searching and obtaining employment as well as practices dealing with maintaining and leaving a job.

Special Features

Leadership opportunities available through DECA (student marketing organization). Students in the DECA program attend district, state and national competitions.

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.