



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:

- 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 prepares students to perform marketing, management functions, and tasks that can be applied broadly in any marketing environment. Principles, practices, and procedures are taught without particular identification with a specific kind of business, product, or service. The advanced level enables the students to apply and practice those competencies in the student-operated school store, an actual business operation. Students operate and manage the store, which sells merchandise to students, faculty, and the general public.

Special Features

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

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