



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:

- 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

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.

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.