



# Marketing

## Career & Technology Program Pathway 2022 – 2023

	9 <sup>th</sup>	10 <sup>th</sup>	11 <sup>th</sup>	12 <sup>th</sup>
<b>Program Courses</b>			<b>Marketing I</b> <ul style="list-style-type: none"> <li>• Business Administration Marketing *</li> <li>• Digital Marketing &amp; Management + *</li> </ul>	<b>Marketing II</b> <ul style="list-style-type: none"> <li>• Management Principles + *</li> <li>• Strategic Entrepreneurship ^ *</li> <li>• Business Administration Capstone +</li> </ul>
<b>Other Required Courses</b>				
<b>Suggested Courses</b>	<ul style="list-style-type: none"> <li>• Creative Digital Media</li> </ul>	<ul style="list-style-type: none"> <li>• Sports Marketing</li> <li>• Speech</li> </ul>	<ul style="list-style-type: none"> <li>• Probability &amp; Statistics I &amp; II</li> <li>• Business Math with Spreadsheets</li> <li>• Sociology</li> <li>• Psychology</li> </ul>	
<b>Career Tech Student Organization (CTSO)</b>				
DECA: Students participate in DECA activities and competitions.				
<b>Work-Based Learning</b>				
Students participate in work-based learning, and are eligible for early release, through the following options:				
<ul style="list-style-type: none"> <li>• Job Placement</li> <li>• Internship</li> <li>• Simulated Work Environment</li> <li>• School Based Enterprise</li> <li>• Entrepreneurship</li> </ul>				
<b>Industry Recognized Credentials</b>				
<ul style="list-style-type: none"> <li>• RISE Up Customer Service and Sales (6 points)</li> <li>• RISE Up Retail Industry Fundamentals (6 points)</li> </ul>				
<b>College Credit Opportunities</b>				
Digital Marketing & Management – MKT 111 Entrepreneurial Marketing – Owens Community College (3 credit hours) Management Principles – BUS 120 Principles of Management – Owens Community College (3 credit hours) Business Administration Capstone – BUS 102 College & Career Professional – Owens Community College (3 credit hours) Strategic Entrepreneurship – CTENTR001 – Introduction to Entrepreneurship (3 credit hours)				
<b>Webxam</b>				
C4 Business and Administrative Services (02MD) – Four total webxams				
<b>Key</b>	+ = CCP		^ = CTAG	@ = Articulation Agreement
				* = Webxam Tested Course