

MARKETING AND DISTRIBUTIVE

MARKETING ESSENTIALS (TP) 4635/88271100

Credit 1 9-12

This is the first of three courses in the Marketing program. The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communications, math and economic skills. Students will explore the fundamentals of marketing and selling through exposure to consumer products, sports and entertainment marketing, hospitality marketing and other marketing disciplines. Learning activities, within and outside of the classroom, are an integral part of this program. DECA, "An Association of Marketing Students," is the co-curricular career and technical student organization which provides leadership training, hands-on marketing experiences and opportunities to participate in community service projects and competition at the local, state, and national levels. These activities are considered integral to our Marketing program.

PREREQUISITE: None

Special Note: (TP) Indicates a course leading to a Tech Prep area of study and articulation at the post secondary level. Gold Seal.

MARKETING APPLICATIONS (TP) 4636/88271200

Credit 1 10-12

This is the second course in the Marketing program. The purpose of this course is to provide students with an in-depth study of marketing. The subject matter includes sales promotion and advertising, product distribution and inventory control, and career opportunities and job interviewing skills. DECA, "An Association of Marketing Students," is the co-curricular career and technical student organization which provides leadership training, hands-on marketing experiences and opportunities to participate in community service projects and competition at the local, state and national levels. These activities are considered integral to our Marketing program.

PREREQUISITE; Marketing Essentials

Special Note: (TP) Indicates a course leading to a Tech Prep area of study and articulation at the post secondary level. Gold Seal.

MARKETING MANAGEMENT (TP) 4707/88271300

Credit 1 11-12

This is the third of three courses in the Marketing program. The course provides career sustaining level employment in the industry. The content includes skills related to the marketing functions including conducting marketing research, product pricing, marketing mathematics, and product branding and packaging. Students participate in the \$100,000 Florida Stock Market Game. DECA, "An Association of Marketing Students," is the co-curricular career and technical student organization which provides leadership training, hands-on marketing experiences and opportunities to participate in community service projects and competition at the local, state and national levels. These activities are considered integral to our Marketing program.

PREREQUISITE: Marketing Essentials, Marketing Applications

Special Note: Successful completion of this three course program is one of the requirements for the Vocational Gold

Seal Endorsement and will allow students to earn credit at Broward Community College, after the completion of specified courses at the community college level.

(TP) indicates a course leading to a Tech Prep area of study and articulation at the post secondary level. Gold Seal.

MARKETING MANAGEMENT HONORS (TP)

8524/8827130H Credit 1 11-12

This section of Marketing Management is appropriate for those students who meet the following criteria: a 3.0 GPA and recommendation by the Marketing teacher as evidenced by the signed Honors contract. Marketing Honors students are expected to complete the following rigorous academic tasks: Creation of a book list with presentation of a written and oral report, completion of a company history paper, performance demonstration of role-playing, performance of leadership activities as a member in the Career and Technical Student Organization, DECA, composition of an internet assessment/career portfolio, research five marketing careers, evaluation of authentic tasks identified in the Training Agreement and Training Evaluation, and submission of a written research project.

PREREQUISITE: Marketing Essentials, Marketing Application

SPECIAL NOTE: Successful completion of this three course program may qualify the students for the Vocational Gold Seal Award and articulated credit at Broward Community College, after the completion of specified courses at the community college level. Gold Seal.

SPORT, RECREATION, AND ENTERTAINMENT, MARKETING ESSENTIALS

3681/88274100

Credit 1 9-12

The purpose of this course is to develop the competencies essential to sport, recreation, and entertainment marketing. These competencies include employability, human relations, communication, math, and economic skills. The fundamentals of sport, recreation, and entertainment marketing and selling are also included. There is not an occupational completion point after the completion of this course. DECA, "An Association of Marketing Students," is the appropriate career and technical student organization for providing leadership training and reinforcing specific career and technical skills.

Prerequisite: None

SPECIAL NOTE: This course, and minimum scores on specified college entrance exams, may be considered in determining a students' eligibility for the Florida Gold Seal Vocational Scholars Award. In addition, two more courses within the same Career and Technical Education job preparatory program must be successfully completed.

(TP) indicates a course leading to a Tech Prep area of study and articulation at the post secondary level. Gold Seal.

MARKETING COOPERATIVE EDUCATION - OJT

4702/88004100 Credit 1 (First Year) 11-12

The purpose of this course is to provide the on-the-job experience in a retailing or marketing related part time job using a cooperative method of instruction. It is designed to prepare students for employment in future marketing occupations and develop competencies required to be successful in the occupation chosen by the student as a career choice. The program relies on the cooperation between the

employer, student, teacher, and parents to create a fulfilling occupational experience.

PREREQUISITE: Must be concurrently enrolled in a related marketing program. Gold Seal.

MARKETING COOPERATIVE EDUCATION – OJT (2 hr block) 4704/88004101 Credits 2 11-12

The purpose of this course is to provide the on-the-job experience in a retailing or marketing related part time job using a cooperative method of instruction. It is designed to prepare students for employment in future marketing occupations and develop competencies required to be successful in the occupation chosen by the student as a career choice. The program relies on the cooperation between the employer, student, teacher, and parents to create a fulfilling occupational experience.

PREREQUISITE: Must be concurrently enrolled in a related marketing program Gold Seal.