

MARKETING MANAGEMENT

CAPE ACADEMY

**Successful completion of course sequence and exam will earn a student Adobe Photoshop Certification
DECA Participation is required AND a fee may be involved for participation*

**All courses in this academy meet the art requirement for graduation*

Marketing Essentials 88271100

Grade(s): 9-12

Pre-Req: N/A

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, consumer buying, and economic skills. Students will explore the fundamentals of marketing and selling through exposure to consumer products, sports and entertainment marketing, and other marketing disciplines. Hands-on projects are an integral part of this program.

Marketing Applications LH 8827120H

Grade(s): 10-12

Pre-Req: N/A

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. Hands-on projects, within and outside of the classroom, are an integral part of this program. (E.g. Dunkin Donut project)

Marketing Management LH 8827130H

Grade(s): 10-12

Pre-Req: N/A

This is the third of three courses in the Marketing program which prepares students for career sustaining level of employment in marketing or related industries. The content includes skills related to the marketing functions including conducting marketing research, product pricing, merchandising and display, marketing mathematics, and entrepreneurship. This course provides instruction for career sustaining level employment in the industry. The content includes applied skills related to the marketing functions including employment skills required for success in marketing and career planning as related to a marketing industry. Students have the opportunity to test for Industry level certification in Adobe Photoshop upon completion of this program.

* - DECA, "An Association of Marketing Students," is the co-curricular career and technical student organization, which prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Students engage in hands-on marketing experiences and participate in community service projects and competition at the local, state, and national levels. These activities are considered integral to our Marketing program.

- **Honors Level Course Note:** Academic rigor is more than simply assigning to students a greater quantity of work. Through the application, analysis, evaluation, and creation of complex ideas that are often abstract and multi-faceted, students are challenged to think and collaborate critically on the content they are learning.
- **Advanced Placement Course:** Students earn 6 Quality Points on their weighted GPA for these courses; however, to earn college credit, the student must pass an end of the year course given by the College Board.
- **LH Courses:** LH is designated Local Honors. This means that the district has deemed the course honors; however, the state has not. Some scholarships, and post secondary institutions may not consider these courses Honors level.