

Program Description: The marketing program provides students an opportunity to learn about the exciting world of marketing and business in a hands-on, project-based format. Students receive formal classroom instruction and then are provided the opportunity to enhance and utilize these lessons by running their own businesses, working with community businesses and working in the school store. Students receive a number of structured assignments that they can work through at their own pace.

Some of the skills needed to be successful in this program:

- The ability to behave in a businesslike and appropriate manner.
- The ability to work with fellow students and adults on a daily basis in a team environment.
- The basic skills required to read, write, and calculate math problems in order to complete the assignments.
- A basic level of computer skills.
- The ability to work independently and be self-motivated.

Membership in Distributive Education Clubs of America (DECA) is recommended.

Enduring Understandings:

As a result of completing the Marketing program students will understand that:

- Marketing is an integral part of selling a successful product.
- The marketing mix which includes, price, product, place, and promotion need to be used together to efficiently market a product.
- Identifying, analyzing, and evaluating market segments plays a significant role in marketing.
- A marketing plan takes planning and experience to be successful.

Competency Statements

- Students will understand that basic marketing functions promote the success of a product or service.
- Students will understand the how the marketing mix stimulates growth.
- Students will understand the concepts and strategies utilized to determine target marketing strategies to a select audience (market).
- Students will understand the concepts and processes that are needed to obtain, develop, maintain and improve a product or service mix in response to marketing opportunities (product).
- The student can respond to client needs, wants, and respond through planned, personalized communication that enhances future business opportunities (selling).

- Students will understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome (promotion).
- Students will understand that competitive and other external forces which impact an organization's ability to execute a marketing plan.
- Students will understand that political, legal, economical, and cultural forces impact marketing globally.