MARKETING 1 – INTRODUCTION TO MARKETING

Requirement area:  CTE or Elective
Course code:  BMK212
Grade Level:  9, 10, 11, 12
Prerequisite:  None
Length:  Year long (1.0 credit)
Homework:  None

Description:  Drawing from the latest in technology and real-world practices, this two-semester course introduces students to the functional world of Business and Marketing. Through projects, objectives and collaborative assignments, students will establish a framework for savvy consumerism, job and career-finding skills, sales and promotion, positive human relations and a clear understanding of the free-enterprise system. Emphasis is placed on developing dynamic presentation skills and increasing student comfort zones. DECA Membership is at the heart of the Marketing Experience and student growth in 21st Century skills.