MARKETING 2 – RETAIL OPERATIONS

Requirement area: CTE or Elective
Course code: BMK312
Grade Level: 10, 11, 12
Prerequisite: Marketing 1 and/or consent of instructor
Length: Year long (1.0 credit)
Homework: None

Description: Small-business entrepreneurship is the focus of this two-semester course. Student will create a full business plan using the LEAN Startup Model. This includes identifying a need, planning for efficient use of resources, promotion and realistic financial planning. Semester two focuses on the on-line aspects of small-business entrepreneurship including creation of a functional website, marketing research and social media use to achieve business goals. DECA Membership is at the heart of the Marketing Experience and student growth in 21st Century skills.