MARKETING 3 – MARKETING MANAGEMENT

Requirement area: CTE or Elective
Course code: BMS412
Grade Level: 11, 12
Prerequisite: Marketing 2 - Retailing, and/or consent of instructor
Length: Year long (1.0 credit)
Homework: None
Designator: DC

Description: Hands-on small business operations is the back-bone of this capstone marketing and management course. In addition to cashiering, food preparation and maintenance, students will also learn and practice current management theory and project management. They will be challenged to set business goals and implement action plans to see them to completion. Upon successful completion of this third year course up to 15 CTE Dual credits are available. DECA Membership is at the heart of the Marketing Experience and student growth in 21st Century skills.