

Marketing

This two-year program prepares students for careers in the retail, wholesale and service occupations. Students are exposed to such areas as: advertising, communications, merchandise display and presentation, human relation skills, management skills, business operations, sales, marketing principles and employability skills. Students in this course complete hands-on activities associated with operating *The Campus Store*, gaining valuable work experience.



DECA, an association of marketing students, is an integral part of the program. Students have the opportunity to meet and compete with other marketing students on State, regional, national and international levels. DECA students are eligible to attend three conferences each year.

Credits: A maximum of 3 credits per year

Graduation Requirements: MATH

Completing the two years of MARKETING fulfills one math credit requirement.

Prerequisite: Above a 70 in algebra one and Instructor permission

Suggested Preparation: Business Basics and word processing and spreadsheet skills

Post Program Education: Marketing graduates have enrolled in Johnson & Wales, Hudson Valley Community College, St. Michael's College, Bryant College, Franklin Pierce, Berkshire Community College and Community College of Vermont

Post Program Employment: Marketing graduates have been employed by Hannaford, Fillmore Pond, Orvis, Vt. Vets Home, Greendoor Spa, Cumberland Farms, NSK, Roy's Plumbing, K&H Mfg., Pizza Hut and Price Chopper

Marketing Students Study:

- Maintenance of Facilities & Equipment
- Management of Operations & Production
- Marketing Functions
- Financial Functions
- Utilizing Math in Management
- Effective Communications in Management
- Legal Responsibilities
- Career Research
- Developing & Maintaining a Successful Career
- Business Plan
- Personnel Management
- Supervision
- Administrative Functions



Careers in Marketing

Advertising
Dealer
Direct Marketer
Product Development
Public Relations
Wholesale & Retail
and much more!