

# BUSINESS/MARKETING/MANAGEMENT ACADEMY

## MARKETING



### OVERVIEW:

Marketing Pathways include career opportunities who processes create, communicate, and deliver value to customers and manage customer relationships in ways that benefit the organization and its stakeholders.

Students will explore the basic functions of marketing pricing, promotion, product planning, place distribution and the marketing mix.

The curriculum provides the foundational skills and knowledge in economics, communication/interpersonal skills, professional career development, business, management, and entrepreneurship.

### Possible Careers:

Marketing, management, sales, buying and merchandising, marketing communications, promotion, marketing information, management, distribution, logistics, marketing research, and e-marketing.

### Course Sequences

#### Marketing:

Marketing I

Sports & Entertainment Marketing

#### Recommended but not required:

Practical Communications\*

IT Apps II

### Student Organizations:

