



# Marketing Management Courses



## Marketing Management Scope and Sequence, Grades 9-12

### Introduction to Marketing (AS)

½ Credit, Gr. 10, 11, 12  
Course # 3227

### Introduction to Marketing (AS)

*Prerequisite: None.* One of the most dynamic and fastest growing areas of business is marketing. Every business uses marketing in some way. Students will explore what is involved in creating new products, pricing products, promoting products, and getting the products where they need to be. Students will also learn valuable job skills like how to fill out an application properly, how to create a résumé, and how to interview for a job. Students will also participate in operating the school's store. Students may earn 3 Gateway Technical College credits with a B grade or better.

### Marketing Principles (D/TC)

1/2 Credit, Gr. 10, 11, 12  
Course # 3228

### Marketing Principles (AS)

*Prerequisite: Introduction to Marketing or Small Business Ownership encouraged and permission of the Instructor.* Marketing Principles is for the student who is seriously considering a career in a marketing or business field. This includes students who are interested in a four-year degree, a two-year degree, or those wishing to enter the workforce immediately after high school. Topics include career development, communications, economics, financing, marketing information management, operations and distribution, product and service planning, management, customer relations, promotion (making commercials and advertisements), selling, and risk management. Students may earn 3 technical college credits on a Gateway Technical College transcript with a C grade or better.

### Retailing (TC)

1 Credit, Gr. 12  
Course # 3229

### Retailing (TC)

*Prerequisite: Marketing Principles encouraged and permission of the Instructor.* This technical college course provides students an overview of retailing, trends, consumer and location analysis. Students will study the organizational structure through human resources, merchandising, advertising and promotion, control and operations. Students may earn 3 technical college credits on a Gateway Technical College transcript with a C grade or better.

### Cooperative Marketing Education

2 Credits, Gr. 12  
Course # 3235

### Cooperative Marketing Education

*Prerequisite: Marketing or Small Business Ownership, concurrent enrollment in Advanced Marketing #3231, and permission of Instructor.* This course offers the student entry-level experience in the marketing and business field. Participants in this program are selected by the marketing coordinator and are placed on the job in a marketing position. The classroom and the cooperative training are integrated and students develop projects related to their training. The main goal of the marketing cooperative education course is for students to receive an excellent work recommendation at the end of the year so they are able to obtain a better job upon graduation.