

MARKETING EDUCATION



COURSE DESCRIPTION

INTRODUCTION TO MARKETING (8110)

Grade Level: 9, 10, 11

Credit: 1

Students gain an understanding of the importance of marketing in today's society. Skills in interpersonal communication, self-presentation, economics, marketing, sales, employability, career discovery and ethical decision-making are developed.

Additional Marketing Courses (see Program, of Studies for course descriptions): SPORTS, ENTERTAINMENT AND RECREATION MARKETING (8175), MARKETING MANAGEMENT (8132), ADVANCED MARKETING (8130), MARKETING (CO-OP) (8120), DIGITAL MARKETING (8100), ADVANCED SPORTS, ENTERTAINMENT, AND RECREATION MARKETING (8177)

HOW DO OTHERS DESCRIBE THIS COURSE?

Marketing Education is a terrific program of studies to explore careers and learn real world skills that will last a life time. Marketing and Fashion students participate in hands on learning activities, projects and field trips. You are encouraged to join DECA and compete at local, state, and national level. This is a fun elective to take throughout your career at Poquoson High School.

You should take this course because...

Gives you a sense of the real world and prepares you for your future.

These classes and DECA will help you develop public speaking skills that will prepare you for college and life.

You can earn money and extra credits by working in the Marketing CO-OP class.

What do students have to say?

"This class has helped me grow as a person and come out of my shell. I have become much more social and outspoken."

"Marketing classes prepared me for college by learning skills through a marketing perspective."

"You get the opportunity to join DECA, which is a fun co-curricular club for all marketing classes."

"It made me realize never stop trying when someone tells you that you can't do it."

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