



KENDRICK HIGH SCHOOL

HOME OF THE CHEROKEES



Marketing

Marketing Communication and Promotions

09.4740029 Marketing Principles (Grades 9-12)

08.4510029 Promotion and Professional (Grades 10-12)

08.4790039 E-Marketing (Grades 11-12)

Marketing Principles (Grades 9-12) 08.4740029

Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling. In order to increase the number of application experiences, students should participate in work-based learning activities and the student organization, DECA, An Association of Marketing Students. It is highly advantageous for students to participate in a school-based enterprise where available.

Promotion and Professional Sales (Grades 10-12) 08.4510029

***Prerequisite Required (Marketing Principles)**

Promotion and Professional Sales is the second course in the Marketing Communications and Promotions pathway. This course focuses on the performance of key responsibilities required in a retail environment. Students develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

E-Marketing (Grades 11-12) 08.4790039

***Prerequisite Required (Marketing Principles and Promotion and Professional Sales)**

E-Marketing covers all functions of marketing from the standpoint of conducting business on the Internet. Students develop skills in using the Internet as a marketing tool, conducting a marketing analysis via the Internet, planning marketing support activities, managing an Internet marketing campaign, managing/owning a business via the Internet, and analyzing the impact of the Internet on global marketing.