

CHIPPEWA VALLEY SCHOOLS

Career and Technical Education



MARKETING

Marketing utilizes a rich variety of learning experiences to provide students with the foundational skills and knowledge to pursue entry level employment and continuing education in the Marketing, Sales & Service career cluster. Hands-on, project based, online and on-site retail store learning experiences combined with competitions, field trips, and technology are just some of the ways students will prepare themselves for marketing in the 21st century. Collaboration, planning, effective communication, creativity, and problem solving are all part of the Marketing experience!

Examples of Careers:

- Account Executive
- Advertising Manager
- Brand Manager
- Content Marketer
- Cost Estimator
- Digital Marketing Coordinator
- Digital Strategist
- Director of Marketing
- Market Research Analyst
- Marketing Analyst / Assistant

- Marketing Director / Manager
- Marketing Executive / Specialist
- Media Buyer
- Product Manager
- Product Marketing Manager
- Promotional Specialist
- Public Relations Manager
- Sales Manager
- Service Manager
- Social Media Marketing Coordinator
- Sports Management

Examples of Degrees, Certificates and/or Certifications

- Certificate in Marketing
- Certificate in Advertising
- Associates in Business Management
- Bachelor of Business Administration
- Bachelor of Science in Marketing
- Bachelor of Internet Marketing
- Bachelor of Business in Marketing
- Master of Business Administration – Marketing

WORK BASED LEARNING

Students apply the skills and concepts learned in Marketing 1 & 2 more deeply in a variety of project-based learning experiences. Students apply their skills in critical thinking, collaboration, creativity, communication, and innovative problem solving as they learn to operate the school-based enterprise.



DECA is an international Career Technical Student Organization (CTSO) which prepares students to become emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. All Chippewa Valley Schools Marketing students join DECA through their Marketing program of study and are encouraged to participate in the exciting competitions and conferences that occur at the regional, state, (even national and international) levels. DECA's competitive evaluation process involves both written and interactive components with industry professionals serving as judges. Active DECA members are eligible for potential scholarships. Students will be encouraged to compete in DECA events and will also participate in leadership opportunities including mentoring, charity initiatives, and partnering with area businesses in collaborative projects.

Classes can meet the following graduation requirements:

Visual and Performing Arts Credit World Language Credit Senior Math–Related Credit

Articulation — Earn College Credits

Students successfully completing the CTE State–approved program may be eligible for tuition free credit.

Instructors:

Ms. Nancy Atienza
natienza@cvs.k12.mi.us
586.723.2940

Ms. Jennifer Paterson
jpaterson@cvs.k12.mi.us
586.723.2541

Ms. Anne Seneker
aseneker@cvs.k12.mi.us
586.723.2956



NOTICE OF NONDISCRIMINATION It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586–723–2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586–723–2180

EXAMPLES OF DEGREES, CERTIFICATES AND/OR CERTIFICATIONS

- Certificate in Marketing
- Certificate in Advertising
- Associates in Business Management
- Bachelor of Business Administration
- Bachelor of Science in Marketing
- Bachelor of Internet Marketing
- Bachelor of Business in Marketing
- Master of Business Administration – Marketing



EXAMPLES OF CAREERS:

- Account Executive
- Advertising Manager
- Brand Manager
- Cost Estimator
- Market Research Analyst
- Marketing Specialist
- Promotional Specialist
- Marketing Director
- Marketing Manager
- Media Buyer
- Product Manager
- Public Relations Manager
- Sales Manager
- Service Manager
- Sports Management

WORK BASED LEARNING

Students apply the skills and concepts learned in Marketing 1 & 2 more deeply in a variety of project-based learning experiences. Students apply their skills in critical thinking, collaboration, creativity, communication, and innovative problem solving as they learn to operate the school-based enterprise,



DECA is an international Career Technical Student Organization (CTSO) which prepares students to become emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. All Chippewa Valley Schools Marketing students join DECA through their Marketing program of study and are encouraged to participate in the exciting competitions and conferences that occur at the regional, state, (even national and international) levels. DECA's competitive evaluation process involves both written and interactive components with industry professionals serving as judges. Active DECA members are eligible for potential scholarships. Students will be encouraged to compete in DECA events and will also participate in leadership opportunities including mentoring, charity initiatives, and partnering with area businesses in collaborative projects.



MARKETING



INSTRUCTORS: CHIPPEWA VALLEY HIGH SCHOOL

Ms. Jennifer Paterson
jpateron@cvs.k12.mi.us
 586.723.2541

DAKOTA HIGH SCHOOL
Ms. Nancy Atienza
natienza@cvs.k12.mi.us
 586.723.2940

Ms. Anne Seneker
aseneker@cvs.k12.mi.us
 586.723.2941

DON'T JUST CHOOSE A CLASS ~ CHOOSE A CAREER

MARKETING

Marketing utilizes a rich variety of learning experiences to provide students with the foundational skills and knowledge to pursue entry level employment and continuing education in the Marketing, Sales & Service career cluster. Hands-on, project based, online and on-site retail store learning experiences combined with competitions, field trips, and technology are just some of the ways students will prepare themselves for marketing in the 21st century. Collaboration, planning, effective communication, creativity, and problem solving are all part of the Marketing experience!



CLASSES CAN MEET THE FOLLOWING GRADUATION REQUIREMENTS:

- Visual and Performing Arts Credit
 - World Language Credit
- Articulation — Earn College Credits

Students successfully completing CTE state approved classes, may be eligible for tuition free credit.

1703/1704 MARKETING 1A/1B

Gr 10-12

1 hour

0.5/0.5 credit

Prerequisite/Recommendation: None.

Marketing 1A introduces students to the fundamental principles of marketing. Topics include marketing foundations and functions, economics, marketing research/analytics, market identification, pricing, supply chain, integrated marketing communications (promotion), product/brand management, entrepreneurship, and career readiness practices. There is also an emphasis on achieving several industry certifications. Marketing 1A will set the stage for further study of marketing, encourage students to think critically about the business world, prepare students for participation in DECA activities, introduce students to the real world of work, and help them prepare for a marketing related career. Students will be introduced to the operation of the school-based enterprise where they will gain hands-on experience. Semester two (Marketing 1B) will build upon students' knowledge of marketing learned in semester one with a continued emphasis on achievement of industry certifications. Students will also be involved in the purchasing activities that are associated with the school-based enterprise. Marketing is essential for students who plan on studying marketing or business in college. Marketing 1A/1B determines eligibility for Marketing 2A/2B in the senior year.

1706/1707 MARKETING 2A BC/2B BC *

Gr 11-12

1 hour

1.0/1.0 credit

Prerequisite/Recommendation: Marketing 1A/1B with a 2.0 or higher and teacher/administrative recommendation.

Completed application required (available in the guidance office). Your application, marketing grade, attendance, tardies, and recommendations will be reviewed for acceptance. This is a two-hour block class that prepares students to apply skills and concepts learned in Marketing 1A/1B in a variety of project-based learning experiences. Students will use higher order thinking skills and develop key competencies in the areas of critical thinking and problem-solving communication, collaboration, creativity, and innovation. Students will have the opportunity to operate the school-based enterprise "The Red Zone." Students will be encouraged to compete in DECA events. Students will be expected to participate in leadership opportunities within the school, including mentoring, charity initiatives, and partnering with area businesses in collaborative projects. Topic areas emphasized include management, operations, math fundamentals, interpreting numbers, maintaining financial records, sales, selecting and displaying merchandise, promotion, product service planning, marketing information management, project and time management, business ethics, and human relations. If you are independently motivated and want to put into ACTION what you have learned, then this is the class for you. This course has been approved to meet the MMC senior year math-related credit requirement.

1730 ENTREPRENEURSHIP

Grades 10-12

1 hour

0.5 credit

Prerequisite: None.

Have you ever thought about opening your own business? Do you have what it takes to be your own boss? If so, this class is for you. This course prepares students to carry out the entrepreneurial process and experience the entrepreneurial spirit. Students will develop an innovative idea, conduct a feasibility analysis, and write a business plan. Course activities will be focused on developing the student's communication skills, initiative, creativity, flexibility, and problem solving techniques. While entrepreneurship education is tailored for future small business owners, it prepares all students for the workforce of tomorrow. Entrepreneurship students are eligible to join and get involved in DECA. Entrepreneurship is an excellent course to accompany the study of Marketing. It is also an appropriate course for students who are not enrolled in the Business program but still have an interest in what it takes to start a business.

9191/9192 MARKETING INTERNSHIP 1/2

2 hour

9193/9194 MARKETING INTERNSHIP 1A/1B

1 hour

Prerequisite: Marketing 1 and concurrently enrolled in one related marketing course each semester.

This course may be taken for one or two hours. An Individual Educational Training Plan and Training Agreement are developed for each student-trainee detailing his/her specific learning activities. Note: A student who chooses the Internship course for either one or two hours is expected to work 10 hours per week and provide their own transportation.