PRINCIPLES OF MARKETING

Project based class; learn how to identify your target market, conduct market research, develop and brand products, learn pricing techniques and distribution steps, advertising and promotion, and social media marketing. Also participate in our co-curricular school club DECA!

SPORTS & ENTERTAINMENT MARKETING

Learn and apply basic marketing fundamentals to create projects and assignments based upon your favorite professional athletes, sports teams, and entertainers.

MARKETING APPLICATIONS

Be a part of your online school store! Perform all of the marketing functions for a hands-on experience for our school-based enterprise! Design and price products, control inventory, survey your classmates and peers, advertise and promote the products. Also, spend time preparing for DECA written and series events as you participate in our co-curricular school club DECA!