

Gadsden High School Marketing Pathway

INSTRUCTORS: Isela Ramos

GENERAL BUSINESS

This business and marketing course explores the world of business and marketing. Curriculum will focus on the skills, knowledge, and attitudes demanded by employers in the workplace. Students will study economics, marketing and basic accounting concepts. Emphasis will be placed on business computer applications including word processing, spreadsheets, and databases. Students will have the opportunity to demonstrate knowledge of retail merchandising, customer service, and working with a team by participating in the operation of a school-owned student operated snack bar and classroom projects. Student participation in related co-curricular vocational student organizations, DECA and BPA, is strongly encouraged.

(Grades 9 – 10) (03024155)

\$10 Lab Fee



PRINCIPLES OF MARKETING FUNDAMENTALS

Course provides students with the knowledge and opportunity to develop in depth sales competencies. Types of selling, steps in a sale, sales strategies, and skills and techniques in the area of sales may all be topics of these courses.

The prerequisite for this course is General Business

(Grades 10 – 12) (18027100)

\$10 Lab Fee



RETAIL MARKETING

Course covers the same scope of topics as Principals of Marketing courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

The prerequisite for this course is Principals of Selling

(Grades 11 – 12) (1814755)

\$10 Lab Fee



ENTREPRENEURSHIP

A business and marketing research class which engages students in research techniques and application to business problems. Students will be expected to identify a problem, research it, compile information and results, analyze the information, synthesize a solution from the information, present the findings and suggestions to an appropriate audience, and evaluate their process. As student presentation of the project in both a written product and a classroom and/or competitive presentation are integral to the course.

The prerequisite for this course is Marketing Management.

(Grades 11 – 12) (05300001)

\$10 Lab Fee

CERTIFICATIONS AVAILABLE:

Introduction to Marketing-Precision Exam 400

Marketing I-Precision exam 401

Retailing-Precision Exam 409

Retailing-School Store-Precision Exam 408

Entrepreneurship-Precision Exam 541