



Learning Center Building
22000 Gibraltar Rd., Flat Rock, MI 48134

CAP SHEET

PROGRAM Marketing

TEACHER: Bechtol, Ochalek, Skopczynski

SCHOOL: Carlson

Credits given in addition to regular CTE are:

- VPAA 1 Credit



Articulation agreements and/or licensure opportunities are:

- Baker College
- Davenport University
- Henry Ford Community College
- Wayne County Community College District

Prequisites for this program (including application processes if needed) are:

- C or better in a marketing class to move to the next class

**THIS PROGRAM OFFERS EXCELLENT CAREER OPPORTUNITIES FOR BOTH
MALE AND FEMALE STUDENTS.**

BRIEF DESCRIPTION OF THIS PROGRAM

Marketing is an exciting program that relates closely to everyday life. Much of the work for these classes is hands-on, project oriented, and team-based. Marketing A explores the fundamentals of marketing, economics as it relates to business, the role of marketing in business and society, and basic promotional concepts. Marketing B looks more closely at visual merchandising and displays, advertising media, and print advertisements. Other areas of study include the selling process, price planning and strategies, distribution and inventory control. Marketing C is designed for students with an entrepreneurial spirit. Students study product service planning concepts such as designing products, branding, packaging, and labeling. Other topics include marketing research, entrepreneurship, creating a business plan, and marketing career opportunities. All courses involve a variety of activities and projects to make the content fun and interesting. Marketing is highly recommended for students interested in business, especially those that plan to start their own business someday.

SPECIAL FEATURES OF THIS PROGRAM

Field trip to Detroit Tigers Career Day

Students are encouraged to participate in DECA, a marketing-related student organization, or Business Professionals of America (BPA), an organization for students interested in business careers.



DCTC

**Proud To Bring Career-Technical Education To Our Students At:
Airport, Flat Rock, Gibraltar-Carlson, Grosse Ile, Huron, Riverview,
Southgate-Anderson, Trenton and Woodhaven**

STATEMENT OF COMPLIANCE WITH FEDERAL LAW

The Downriver Career Technical Consortium complies with all Federal laws and regulations of the U.S. Department of Education. It is the policy of the Downriver Career Technical Consortium that no person on the basis of race, color, religion, national origin or ancestry, age, gender, height, weight, marital status, disability, or limited English proficiency shall be discriminated against, excluded from participation in, denied the benefits of, or otherwise be subjected to, discrimination in any program or activity to which it is responsible or for which it receives financial assistance from the U.S. Department of Education. Furthermore, the Consortium will encourage participation by all of the above.