



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

# CAP SHEET

## **PROGRAM: Marketing**

**TEACHER:** Bob Blosser

**SCHOOL:** Huron



**C**redits given in addition to regular CTE are:

- 4<sup>th</sup> Year Math Related

**A**rticulation agreements and/or licensure opportunities are:

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

**P**requisites for this program (including application processes if needed) are:

- Junior or Senior Status

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

### BRIEF DESCRIPTION OF THIS PROGRAM

This program is part of the National Career Cluster for Marketing Sales and Service and the Michigan Career Pathway of Business, Management, Marketing, and Technology. The course prepares individuals to perform marketing and management functions and tasks that can be applied broadly in any marketing environment. Principles, practices, and procedures are taught without particular identifications to a specific kind of business, product or service.

Covered are: professional sales and marketing, buying and merchandising, marketing information, management and research, communications and promotion, E-marketing, and entrepreneurship.

### SPECIAL FEATURES OF THIS PROGRAM

Students operate a store which is an actual business operation. Students run and manage the store which sells merchandise to students, faculty, and the general public. Quest speakers from various businesses and colleges present programs. Also, visual merchandising to an area Mall is part of the program.



## DCTC

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Airport, Flat Rock, Gibraltar-Carlson, Grosse Ile, Huron, Riverview,  
Southgate-Anderson, Trenton and Woodhaven**

### STATEMENT OF COMPLIANCE WITH FEDERAL LAW

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