



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

CAP SHEET

PROGRAM:

Marketing and Entrepreneurship

TEACHER: C. Crews

SCHOOL: Trenton



Credits given in addition to regular CTE are:

- 4th Year Math Related Credit 1 Credit
- VPAA 1 Credit for Entrepreneurship

Articulation agreements and/or licensure opportunities are:

- Baker college
- Davenport University
- Henry Ford Community College

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

- Successful Completion of Marketing I to move to Marketing II

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

BRIEF DESCRIPTION OF THIS PROGRAM

Marketing and Entrepreneurship offer students a unique and hands on opportunity to start and run a business. Students begin the program in Marketing I establishing a foundation of skills in areas such as sales and customer service. Students move on to entrepreneurship and Marketing II where they will delve into deeper concepts such as finance, promotion, market research, product planning, pricing, and management. Students apply earlier learned knowledge and skills in an actual business setting. Business planning, vendor contact, market-analysis, and teamwork are core components of this two-year program giving students a much deeper understanding of marketing and business.

SPECIAL FEATURES OF THIS PROGRAM

Students will utilize the Trenton High School Store as a lab to practice the program's curriculum. Students will also have access to guest speakers, work-based learning experiences, and service-learning projects to broaden their experience in marketing.



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

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