



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

CAP SHEET

PROGRAM: Marketing

TEACHER: L. Meyer, K. Christnagel

SCHOOL: Woodhaven



Credits given in addition to regular CTE are:

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

Articulation agreements and/or licensure opportunities are:

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

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

- Grade of B in Introduction to Marketing to move to Advanced, or teacher approval.

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

BRIEF DESCRIPTION OF THIS PROGRAM

Marketing students at Woodhaven High School will learn marketing functions, management, entrepreneurship, and business activity skills. Students will be able to apply their skills to projects, written applications and the School Based Enterprise. Students have the opportunity to be in DECA, a student marketing organization where they will be able to apply the skills they learn in the classroom. Strong emphasis is put on marketing employability skills, selling, promotion, management and operations. Students learn through a variety of methods including; hands on projects, guest speakers, simulations, event planning and the like.



SPECIAL FEATURES OF THIS PROGRAM

Students in the DECA program attend district, state and national competitions. Students work in the school store, the “Warrior Trade”. This allows students to apply the skills they learn to school projects, events and activities. A variety of guest speakers and field trips that relate to marketing are used within this class.



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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