

MARKETING



Ideas



Teamwork



Growth

Career & Technical Education



Marketing

DESCRIPTION:

Learners wanting a specialty in a Business field would benefit from Marketing I and II, in this pathway students focus on the theories of Marketing while engaging in real-world scenarios. The Marketing program includes instruction in market research, economics, marketing budgets, creative development and design, and marketing foundations and functions – with an emphasis on public relations, advertising, branding, promotion, product and service management, pricing, and distribution.

SITES:

Chaparral / Desert Mountain / Saguario

CAREER & TECHNICAL STUDENT ORGANIZATION (CTSO):

DECA, Inc. (DECA): www.deca.org/

Course Sequence	Pre-Requisite	Fee	Dual Credit
Marketing I 8620-8621	None	None	Yes
Marketing II 8712-8713	Marketing I	None	Yes

- Dual Enrollment – Scottsdale Community College (MKT267, MKT271, GBS151)
- Two-Year Program Completion
- Industry Certification: [RISE Up | NRF Foundation Site | Shaping retail's future](#)
- Technical Standards: www.azed.gov/cte/marketing