

Tempe★Union

Career & Technical Education

Pursue your interests. Get ahead. Have fun. Join a CTE Program

Marketing

The **Marketing Program** is an exciting, hands-on learning opportunity that prepares students for a variety of business careers. Through engaging with practical business knowledge, real-world applications, guest speakers, industry tours, and competitive events, students are able to apply the skills and concepts they learn in the classroom to everyday life and career experiences. Students who complete the Marketing Program will gain essential skills to become college and career ready.

During the first year of the Marketing Program, students would enroll in either Marketing or Honors Marketing. The Marketing course is designed to expose students to skills and content knowledge in the areas of sales, customer service, and promotion utilized in wholesale, retail, and public relations business sectors. Students also explore and develop marketing strategies for industries such as retail, e-commerce, sports, entertainment, hospitality, and tourism. Students will learn and



apply important concepts such as market segmentation, target marketing, advertising, merchandising, social media, and market research. Marketing and Honors Marketing are offered for dual enrollment college credit with Rio Salado College for MKT271 – Principles of Marketing and MKT267 – Principles of Salesmanship. Students may earn honors credit for completion and presentation of an 11-page marketing promotion plan for DECA competition.

Suggested Course

Sequence:

Year 1: Marketing 1-2 or Honors Marketing 1-2

Year 2: Advanced Business Marketing or Honors Advanced Business Marketing

CTSO:

DECA

www.TempeUnion.org/Marketing-Program

Marketing

During the second year of the Marketing Program, students would enroll in either Advanced Business Marketing or Honors Advanced Business Marketing. This course utilizes a cooperative education methodology to combine school based and supervised work-based learning experiences. It is designed to prepare students for employment in various sales, customer service, advertising and promotion, and first line supervisory positions in wholesale, retail, and service areas. In addition to the study of foundational business and marketing concepts, students will also learn principles of economics and personal finance. Students may earn free enterprise credit upon completion of this course. Advanced Business Marketing and Honors Advanced Business Marketing are offered for dual enrollment college credit with Rio Salado College for GBS151 – Introduction to Business and GBS110 – Human Relations in Business and Industry. Students may earn honors credit for completion and presentation of a 30-page marketing research project or 11-page promotion plan for DECA competition.



Students with an exceptional interest in this program may advance their skills and understanding of marketing principles through enrollment in our two specialty marketing courses, Sports and Entertainment Marketing and Hospitality and Tourism Marketing.

DECA, our student career and technical organization, offers all Marketing Program students the opportunity to network with industry professionals and apply business knowledge and skills in a competitive environment. DECA is a great organization that enables students to experience real-world applications and build their professional skills for careers in marketing and management.

Related Careers

Professional sales, Marketing Manager, Market Research Analyst, Director of Promotions, Social Media and Digital Marketing, Public Relations, Event Planning, Retail Management, Sports and Entertainment Marketing and Promotions, Hospitality and Tourism Management and Operations, Entrepreneurship, Real Estate and supply chain management.

Higher Education Options

All business courses offer dual credit through Rio Salado College. Marketing and Communications, Business Management, Entrepreneurship, Supply Chain Management and Sustainability, Global Logistics, Economics, Sports and Media Studies, Hospitality Management, Finance and Real Estate.

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