Examples of post-secondary education pathways in Marketing

Certificate in Marketing
Certificate in Advertising
Associates in Business Management
Bachelor of Business Administration
Bachelor of Science in Marketing
Bachelor of Internet Marketing
Bachelor of Business in Marketing
Master of Business Administration-Marketing

Examples of careers in Marketing
- Marketing Manager
- Product Manager
- Sales Manager
- Advertising Manager/Account Executive
- Media Buyer
- Marketing and Promotional Specialist
- Sports Management
- Public Relations Manager
- Brand Manager
- Market Research Analyst
- Graphic Designer
- Cost Estimator

Did You Know?

Marketing classes can meet these graduation requirements:

VPAA Credit—Students can fulfill the required 1 credit of Visual, Performing, and Applied Art (VPAA) by taking 1 credit of Marketing.

World Language Credit—Students may replace 1 credit of World Language with 1-credit of Marketing when this course is taken as a 2nd (or additional VPAA) credit.

Leadership:

DECA is an international Career Technical Student Organization (CTSO) which prepares students to become emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. All Chippewa Valley Schools Marketing students join DECA through their Marketing program of study and are encouraged to participate in the exciting competitions and conferences that occur at the regional, state, (even national and international) levels. DECA’s competitive evaluation process involves both written and interactive components with industry professionals serving as judges. Active DECA members are eligible for potential scholarships.

If you have any questions, please contact the Chippewa Valley High School Marketing Instructors and DECA Advisor:

Mrs. Jennifer Paterson
jpaterson@cvs.k12.mi.us    (586) 723-2541

Follow us on:

@CVHS_Wigwam @CVHS_Wigwam
CV Wigwam CV Wigwam
thewigwam15

Marketing utilizes a rich variety of learning experiences to provide students with the foundational skills and knowledge to pursue entry level employment and continuing education in the Marketing, Sales & Service career cluster. Hands-on, project based, online and on-site retail store learning experiences combined with competitions, field trips, and technology are just some of the ways students will prepare themselves for marketing in the 21st century. Collaboration, planning, effective communication, creativity, and problem solving are all part of the Marketing experience!

NOTICE OF NONDISCRIMINATION: It is the policy of Chippewa Valley Schools not to discriminate on the basis of race, color, religion, national origin or ancestry, gender, age, disability, height, weight or marital status in its programs, services, activities, or employment. Inquiries related to nondiscrimination policies should be directed to: Civil Rights Coordinator, Assistant Superintendent of Human Resources, Chippewa Valley Schools Administration, 19120 Cass Avenue, Clinton Township, MI 48038 Phone: 586-723-2090 / Nondiscrimination inquiries related to disability should be directed to: Section 504 Coordinator, Director of Special Services, (same address) Phone: 586-723-2180
Marketing Courses
Offered as a Program of Study

Marketing 1  Grades 10-12 (1 hour/1 sem)
Students explore the fundamentals of marketing principles. This skill-based course includes the foundations and functions of marketing, selling, promotion, social media, entrepreneurship, risk management, business operations, strategic market planning and a strong emphasis on economics. Marketing encourages students to think critically about the business world as they apply marketing concepts to real-world situations.

Marketing 2  Grades 10-12 (1 hour/1 sem)
Marketing 2 continues the learning begun in Marketing 1. Topics include pricing, financial analysis, channel management, marketing information management, product service planning, human resource management and career opportunities in marketing. Students will be involved in the purchasing activities of the school-based enterprise.

Successful completion of Marketing 1 & 2 make you a program completer!

Marketing 3A/3B BC  Grades 11-12 (2 hrs/1 year)
Prerequisite: Marketing 1/Marketing 2 and teacher recommendation.
This two hour block class allows students to apply the skills and concepts learned in Marketing 1 & 2 more deeply in a variety of project-based learning experiences. Students apply their skills in critical thinking, collaboration, creativity, communication, and innovative problem solving as they learn to operate the school-based enterprise called, The Wigwam. Students will be encouraged to compete in DECA written events and will also participate in leadership opportunities including mentoring, charity initiatives, and partnering with area businesses in collaborative projects.

Articulation — Marketing program completers may be eligible to receive articulated college credit at Macomb Community College (CC), Oakland CC, Henry Ford College, & Baker College.

Work Based Learning
‘Beyond Completer’ Marketing Option:

Marketing Internship
Seniors only (1 or 2 hours)
Internship provides the opportunity for students to gain a paid, on-the-job work experience in the marketing field. Students must be concurrently enrolled in one related marketing course. An Individual Educational Training Plan/Training Agreement are developed for each trainee detailing his/her specific learning activities. Students are expected to work at least 200 hours per semester.

“Projects are what allowed me to develop my communication skills through teamwork, my persistence through failure, and my understanding of real-world problems.”