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MARKETING PROGRAM

Entrepreneurship Pathway

The Marketing Program focuses on planning, managing, and performing wholesaling and retailing services and related marketing and distribution support services including merchandise/product management and promotion. Various specialty areas are included and skills acquired in this program include customer service management, problem solving, process/system thinking, project management, communication, decisions making, and entrepreneurship. Students will also be participating in the day-to-day operations of managing a virtual business.



2-Year Program

YEAR 1

9th - 12th Grades

Marketing 1
Marketing 2

YEAR 2

10th - 12th Grades

Entrepreneurship and
Global Business

CAREER OPPORTUNITIES

Promotions Manager | Art/Graphic Director
Advertising Manager | Media Buyer/Planner
Social Media Director
Public Relations Manager | Marketing Analyst

MARKETING PROGRAM OPPORTUNITIES

Leadership
Development

College
Credit

Industry-
Recognized
Certifications

[Link to request enrollment in the Marketing Program.](#)