

Course Name Business and Marketing:

Duration: 1 Semester Full Year

Grade Level: 9th 10th 11th 12th (check all that apply)

Are there any prerequisites for the course?

No

WHAT this course is about:

The Business and Marketing class is designed to introduce students to the functions of marketing, pricing, economics, selling, professional/product development, personal finance, distribution, and promotion. This course will prepare students for entry-level marketing occupations, but better prepare them as a knowledgeable consumer and contributing member of society.

WHY take this course:

You will be ahead of your peers in the real world

WHAT you'll learn:

- Your strengths and weaknesses
- How to communicate and present yourself
- Leadership skills
- How to get the job you're applying for
- What business is all about
- Basic business knowledge

WHAT you'll do:

- Have the opportunity to get involved in your school and local community
- Have the opportunity to travel
- Have the opportunity to test your business skills
- Hands on projects
- Go to Camp Reed
- Stock market simulation
- Become knowledgeable about financial literacy**

WHERE this could take you:

Get your first job experience
Expand your knowledge of all aspects of business
First step (course) to lettering in DECA
You could qualify for state and nationals in DECA

OPTIONAL Course Outline (“scope and sequence”, sequence chart, etc.)

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