

Briar Woods High School Take Marketing! Be in DECA!



Intro to Business & Marketing
Sports & Entertainment Marketing
Travel, Tourism, and Destination Marketing
Marketing Non Co-op & Co-Op
Advanced Marketing Non Co-op & Co-Op



Marketing Teachers ❤️ **Renaë Sterling**
 ❤️ **Heather VanDyke**

The Falcons' Nest School Store
Room 401



Credit: 1



Introduction to Business & Marketing

Grades: 9-10 Prerequisite: none

This course is for 9th and 10th grade students and recommended as an introduction to the career preparation program in Business & Marketing Education. Students explore the role of business and marketing in the free enterprise system and the global economy and apply decision-making skills as consumers, employees, and citizens. Communication and interpersonal skills are developed through various hands-on activities and projects.

Sports and Entertainment Marketing

Grades: 10-12 Prerequisite: Intro to Bus & Mktg



Credit: 1



This course is designed for students with an interest in the sports and entertainment industry. This unique and innovative program explores the following areas: fantasy football; understanding of the sports and entertainment industry; branding; product development; and career exploration. The basic functions of marketing: product service management, distribution, selling, marketing information management, financing, pricing, and promotion will be covered.

Travel, Tourism, and Destination Marketing

Grades: 11-12 Prerequisite: none



Credit: 1



This is a course designed to provide students with an in-depth look into marketing and sales in the travel and tourism field. Students learn about issues related to business and resource management, tourism's effect on the world economy, the political impact of tourism, and how the sales process affects the tourism industry. They develop advanced competencies in the areas of communication; human relations; finance, health, safety, environmental issues, sales and marketing; industry technology; promotional planning; and marketing research.

Marketing Non-Co-Op

Grades: 10-12 Prerequisite: None

Marketing Co-Op

Grades: 11-12 Prerequisite: Students work outside of school



Credit: 1

Credits: 2



This course provides students the opportunity to engage in project-based learning. The student is provided with a variety of learning methods including practical activities, simulations, computer activities, guest speakers, and role-playing. Students learn about human relations, communications, customer service, advertising, display/merchandising, operations, sales, and product service technology.

Co-op students work outside of school in Marketing related job (Grocery Store, Restaurant, Fitness, Movie Theatre, Retail, etc.). Students work 280 hours during the school year (counting hours on July 1 – June 30). This course combines classroom instruction with supervised on-the-job training in a local marketing business. Quarterly evaluation on the job performance. No previous marketing courses required.

Advanced Marketing Non-Co-Op

Grade: 12 Prerequisite: Marketing Co-Op or Non-Co-Op

Advanced Marketing Co-Op

Grade: 12 Prerequisite: Marketing Co-Op or Non-Co-Op



Credit: 1

Credits: 2



This course offers training in pre-management level skills and provides students the opportunity to engage in project-based learning. Instruction primarily focuses on local marketing, retail, hospitality, and service-related businesses. Projects concentrate on sales promotion, merchandising, marketing research, and management. Managing and working at the school store, The Falcons' Nest, is an integral part of this course.

Co-op students work outside of school in Marketing related job (Grocery Store, Restaurant, Fitness, Movie Theatre, Retail, etc.). Students work 280 hours during the school year (counting hours on July 1 – June 30). This course combines classroom instruction with supervised on-the-job training in a local marketing business. Quarterly evaluation on the job performance.

Academically Prepared **Community Oriented** **Professionally Responsible** **Experienced Leaders**

Marketing Students can get certified in Workplace Readiness, Customer Service & Sales, and Advanced Customer Service & Sales!

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What Is Co-Op?

- Earn 2 credits
- Students work outside of school
 - Marketing related job (Grocery Store, Restaurant, Fitness, Movie Theatre, Retail, etc.)
- Students work 280 hours during the school year
 - Counting Hours begin July 1 – June 30
- Combine classroom instruction with supervised on-the-job training in a local marketing business
- Quarterly evaluation on the job performance
- No previous marketing courses required
- Grades: 11 and 12
- Email Mrs. Sterling with questions and/or pre-screening conference (renae.sterling@lcpss.org)



What Is DECA?

"Prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe."

- Co-curricular organization for Marketing students
- Competition
- Field Trips
- Community Service
- Travel Opportunities



What Do Marketing Students Learn?

- Critical Thinking
- Communication
- Problem Solving
- Presentation Skills
- Collaboration
- Project Management
- Event Management
- Customer Service
- Marketing & Business Basics



Why Marketing?

- We Are – FUN!
- We Are – DECA
- We Are – Project Based Learning
- We Are – Always Open - Room 403/405
- We Are –Renae Sterling & Heather VanDyke



Career and Technical Education: Building Skills for LIFE

SOFT SKILLS	HARD SKILLS
Communication	Auto Repair
Goal Setting	Carpentry
Problem Solving	Coding
Professionalism	Culinary
Teamwork	Personal Finance

Millions of job openings are waiting for you!

Why?

- A high demand for skilled workers
- Learning alternatives if other sectors
- Growing growth in fields like Health Services and IT

CTE provides the opportunity to explore a variety of fields even so you can decide if you want to pursue them in college or as a career label!

What's in it for YOU

- Find your passion
- Gain real world experience
- Earn a competitive high school diploma
- Connect with local business professionals
- Earn a certificate

Now Is the Time for CTE. Now Is the Time for G-W.
 Experts in Career and Technical Education - www.g-w.com - Together, We Build Careers

We ❤️ Marketing...
and you should too

