



# Course Syllabus

2011-2012

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- COURSE TITLE:** Marketing Coop
- PREREQUISITE:** Screening conference with instructor and Introduction to Business & Marketing is recommended
- DESCRIPTION:** This course enables students to hold and succeed in an entry-level job in marketing. The course combines classroom instruction with supervised on-the job training in a local marketing business. In this year of the program, students concentrate on developing competencies needed by marketing workers in areas of human relations, communications, advertising, display, operations, sales, and product & service technology. Students are expected to stay employed throughout the school year in a teacher-approved marketing related job. DECA, the student professional organization, is an integral part of this course.
- MAIN TOPICS:**
- Developing a career.
  - Enhancing communication skills.
  - Understanding economics.
  - Developing human relations.
  - Examining marketing and business.
  - Examining distribution.
  - Examining financing.
  - Managing marketing information.
  - Pricing and promoting products.
  - Developing product/service planning skills.
  - Understanding risk management.
  - Selling products and services.
  - Examining all aspects of industry.
- CREDIT INFO:** This course is a two-credit elective required for a Standard or Advanced Studies Diploma.