



# Course Syllabus

2011-2012

**COURSE TITLE:** Marketing Non-Coop

**PREREQUISITE:** Screening conference with Instructor, Introduction to Business & Marketing is recommended.

**DESCRIPTION:** 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. 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 one-credit elective required for a Standard or Advanced Studies Diploma.