

MARKETING 1
VPAA Credit

Year Course

10th, 11th, 12th

This course is an introduction to the role of marketing in the U.S. and the global economy. This class is project-based and critical thinking skills are taught. Students will learn about the marketing core functions which include channel management, marketing information management, market planning, pricing, product/service management, promotion, and selling. Students will be required to join DECA, a student organization focused on marketing, finance, hospitality, and management that promotes competition in these areas.