

MARKETING 2

Year Course

11th, 12th**Prerequisite:** Marketing 1**VPAA Credit**

This course is designed to help students expand on the basic marketing concepts acquired in Marketing 1 through project-based learning. There is a major emphasis on entrepreneurship, business plans, marketing your own business, distribution, 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.