

Marketing



Career & Technical Education Class www.graniteschools.org/cte

Course Information

Location: Check with your Career Center Coordinator
Offered to: 9-12 grades
Credits: CTE or Elective .50
Length: Semester



Product

Price

Place

Promotion

Course Description

This is an introductory course which will cover basic marketing concepts.

- The student will learn about the fundamentals of a free-market economy including selling, product/service planning, purchasing, distribution, pricing, promotion, communications, human relations, economics and career development.
- Students in any Marketing class will also have the opportunity to participate in DECA (Distributive Education Clubs of America).

Topics Include:

- The free-enterprise system
- The four P's of marketing
- Product and service planning
- Customer buying decisions
- Selling
- Human relations
- Customer service
- Management



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