

Marketing Education introduces students to careers in wholesale, retail, and service occupations. This is the fastest growing occupational area in the United States. Marketing, through classroom instruction and supervised on-the-job training, enables students to develop competencies for entry into full-time employment and into advanced educational or training programs. The goal of the marketing program is to prepare students for careers in the marketing of goods and services; buying, transporting and storing of goods; promoting goods and services; and marketing research and management. Students also participate in Distributive Education Clubs of America (DECA), which is an association of marketing students designed to complement, supplement and strengthen the marketing curriculum and instructional program.

DECA, an association of marketing students, is the international co-curricular organization that accompanies these Marketing Education classes. DECA is an integral part of the classroom instructional program, it provides activities that will be motivating in learning marketing competencies that will provide preparation in becoming skilled, employable workers in the field of marketing.



*THE fastest growing  
occupational area in the  
United States*

Contact the Hickory High School Marketing  
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*The Chesapeake Public Schools System is an equal educational opportunity school system. The School Board of the City of Chesapeake also adheres to the principles of equal opportunity in employment and, therefore, prohibits discrimination in terms and conditions of employment on the basis of race, sex, national origin, color, religion, age or disability.*

### Marketing Co-Op/Work (427)

**Grade Level:** 11-12    **Credit:** 2 units

**Co-requisite:** Must be enrolled in Studies in Marketing (651), Advanced Marketing (653), Fashion Marketing (652), Advanced Fashion Marketing (656), Travel and Tourism Marketing (654), or Advanced Travel and Tourism Marketing (612).

**Course Description:** Marketing Work is the cooperative work component of the marketing program. The student must be enrolled in one of the co-requisite marketing courses in the fall or spring term. Students must maintain part-time employment and regular contact with their Marketing Work Coordinator throughout the school year. The employer, student, and parent must sign a training agreement provided by the Marketing Coordinator. To receive credit for Marketing Work, students must pass the related, co-requisite Marketing course and successfully complete the requirements for Marketing Work. Marketing Work credits will be awarded at the end of the school year.

### Studies in Marketing (651) {Co-Op Required} State Code 8120

**Grade Level:** 11-12    **Credit:** 1 unit

**Prerequisite:** None

**Course Description:** Students are introduced to functions and foundations involved in the marketing of goods, services, and ideas and achieve skills necessary for successful marketing employment. Students study risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution, and financing. Foundation skills include economics, human resources, and marketing and business necessary for success in marketing occupations.

### Fashion Marketing (652) State Code 8141 Non Co-Op/8140 Co-Op

**Grade Level:** 10-12 Non Co-Op; 11-12 Co-Op Optional    **Credit:** 1 unit

**Prerequisite:** None

**Course Description:** In this specialized course, students gain basic knowledge of the apparel and



accessories industry and skills necessary for successful employment in apparel businesses. Students develop general marketing skills necessary for successful employment in fashion marketing, general marketing skills applicable to the apparel and accessories industry, and specialized skills unique to fashion marketing.

### Advanced Fashion Marketing (656) State Code 8146 Non Co-Op; 8145 Co-Op

**Grade Level:** 11-12    **Credit:** 1 unit

**Prerequisite:** Fashion Marketing (652)

**Course Description:** Students with a career interest in apparel and accessories marketing gain in-depth knowledge of the apparel and accessories industry and skills for supervisory-management employment in apparel businesses. They develop advanced skills unique to fashion marketing and advanced general marketing skills applied to the apparel and accessories industry. Professional selling, sales promotion, buying, merchandising, marketing research, product/service technology, and supervision as well as academic skills related to the content are part of this course.

### Advanced Marketing (653) {Co-Op Required} State Code 8130

**Grade Level:** 12    **Credit:** 1 unit

**Prerequisite:** Studies in Marketing (651)

**Course Description:** Students continue to gain knowledge of marketing functions and foundations as they relate to supervisory and management responsibilities and develop skills needed for advancement. They develop skills for supervisory positions and/or for continuing education in a marketing-related field.

### Internet Marketing (649) State Code 8125

**Grade Level:** 11-12    **Credit:** 1 Unit

**Prerequisite:** None

**Course Description:** Students learn about the paperless exchange of business and marketing information, using technology (e.g. Internet, e-mail, electronic data interchange, and electronic funds transfer). Included in this course is an overview of the technology of Web servers, clients, and net infrastructure and the background of this fast-growing market; the economics of electronic markets; marketing research; advertising on the Web and Web page basics; pricing information;



security and encryption; and online business opportunities. Computer/technology applications supporting this course are studied.

### Travel and Tourism Marketing (654) State Code 8166 Non Co-Op; 8165 Co-Op

**Grade Level:** 10-12 Non Co-Op; 11-12 Co-Op Optional    **Credit:** 1 unit

**Prerequisite:** None

**Course Description:** Students gain knowledge of the travel/tourism industry, which includes cruises, airlines, lodging, and car rental. They develop skills in the areas of communication, human relations, customer service, industry technology, and marketing. In addition, students obtain an understanding of the global nature of the industry; travel planning, and the career options available.



### Advanced Travel and Tourism Marketing (612) State Code 8167 Co-op Optional

**Grade Level:** 11-12    **Credit:** 1 unit

**Prerequisite:** Travel and Tourism Marketing (654)

**Course Description:** Students gain in-depth knowledge of the travel-tourism industry and related management and supervisory responsibilities. They develop advanced skills in the areas of communication, human relations, finance, health/safety/environmental issues, promotion, industry technology, and marketing research. In addition, students gain an understanding of the global travel, career trends, and opportunities.

### Introduction to Marketing (650) State Code 8110

**Grade Level:** 10    **Credit:** 1 unit

**Prerequisite:** None

**Course Description:** Students gain a basic understanding of marketing and its importance and develop fundamental social, economic, mathematical, marketing, job search, and occupational decision-making skills necessary for successful initial employment in retail, wholesale, or service businesses.