

Marketing Careers

- banks & financial institutions
- colleges/universities
- consulting firms
- educational publishers
- event management firms
- financial companies
federal agencies
- hospital administration
- high schools and middle schools
- hotels and restaurants
- human resource departments
- insurance companies
- management consulting firms
- marketing research firms
nonprofit organizations
- print and electronic media
- product and service organizations
- public relations firms
- retail stores
- self employment
- staffing agencies
- test-preparation companies
- vocational schools
- youth services



**PREPARES EMERGING LEADERS
AND ENTREPRENEURS IN
MARKETING, FINANCE,
HOSPITALITY AND
MANAGEMENT IN HIGH
SCHOOLS AND COLLEGES
AROUND THE GLOBE.**



**DECA'S SCHOLARSHIP PROGRAM
PROVIDES OVER \$300,000 IN
SCHOLARSHIPS TO HIGH
SCHOOL AND COLLEGE DECA
MEMBERS AT THE
INTERNATIONAL CAREER
DEVELOPMENT CONFERENCE
(ICDC) EACH YEAR.**

READY FOR IT

TRENTON CENTRAL HIGH SCHOOL

Restaurant and Business

Marketing Courses

Marketing I
Marketing II
Marketing III



Marketing education is a program designed to prepare secondary and postsecondary students to conduct the critical business functions associated with directing the flow of products and services from the producer to the consumer.

Hands-On Experience

Students interested in a career in the sales and marketing/entrepreneurial field should consider the sales and marketing program. Students completing the program will have knowledge of basic marketing, sales, business and entrepreneurial skills. There are many career opportunities related to these fields. Students will gain hands-on experience by operating the school store and a graphic arts production facility. Graduates should expect to transition to a college program of studies or seek employment in the field.



Marketing I

Grade(s): 10

Credit: 5 Term: SEM

Graduation Credit: 21stCentury Life & Careers, CTE

Marketing I is the first course in a three course sequence. . This course introduces the basic principles and concepts, skills, and foundations required for the understanding and development of marketing.

Marketing Courses

Marketing 1 continued,

This course focuses on instruction in sales, visual merchandising, and advertising, marketing technology, communication and personal development skills necessary for career success.

Marketing II

Grade(s): 11

Credit: 5 Term: SEM

Prerequisite: Marketing I

Graduation Credit: 21stCentury Life & Careers, CTE

Marketing II is the second course in a three course sequence designed under the guidelines of the New Jersey standards for Career and Technical Education. In Marketing II, students will gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers topics such as, consumer behavior, development of marketing plans, management sales strategies, advertising, technology, communication and customer service skills.

Courses Continued

Marketing III

Grade(s): 12

Credit: 10 Term: Year Long

Prerequisite: Marketing II

Graduation Credit: 21stCentury Life & Careers, CTE

Marketing III is the third course in a three course sequence. . Using a Problem Based Learning approach, students will understand additional concepts of marketing and be able to apply them to real-world situations. In addition, students will engage in the production process from start to finish that involve activities to produce a product, such as large scale computer generated shirts and posters. Students will submit a short two-to four minute presentation of a marketing concept as a culminating project. The course also covers business topics and concepts pertaining to entrepreneurship with regard to the specifics of how to develop a product. In the final year of study, students will have the opportunity to participate in an SLE Center.