The Marketing program provides foundation skills in communication, team building and problem solving for students preparing for careers in the business field. Students explore advertising, sports and entertainment, promotion, e-commerce, consumer behavior, and business ownership. Topics include current marketing trends, social media marketing, economics, sales, and customer relations. Students develop in-depth business projects to simulate the work environment.

<table>
<thead>
<tr>
<th>Core Area</th>
<th>Major Topics</th>
<th>Time</th>
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| Sports & Entertainment Marketing         | • Event Marketing Plans  
• Principles of Marketing  
• The Business of Sports           | 9 Weeks|
| Advertising & Promotion                  | • Develop Ad Layouts  
• Promote KCTC Programs  
• Advertising Projects              | 9 Weeks|
| Small Business & Entrepreneurship        | • Create Business Plans  
• Explore Business Ownership  
• Idea Pitch Project               | 9 Weeks|
| Global Business & International Marketing| • Global Business Practices  
• International Trade  
• Cultural Business Etiquette       | 9 Weeks|
| Travel & Tourism Marketing               | • Resort Marketing Plans  
• State Tourism Project  
• The Business of Disney            | 9 Weeks|
| Internet & Social Media Marketing        | • E-Commerce & Craig’s list  
• Twitter, Facebook & Youtube  
• Develop Viral Videos             | 9 Weeks|
| Marketing Research & Survey Design       | • Develop & Collect Survey’s  
• Research Corporate Data  
• Student Survey Project           | 9 Weeks|
| Retailing & Professional Selling         | • Principles of Selling  
• Consumer Behavior  
• Develop a Sales Presentation     | 9 Weeks|

The Marketing Program Course Guide  
One or Two-Year Program (A-B Alternate Years)