

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

	Core Area		Major Topics	Time		
Year One (A)	Sports & Entertainment Marketing	Career Exploration & Employability Skills Customer Service & Communication Skills Teamwork, Problem Solving, & Interpersonal Skills	Stock Market Competition, Business Economics, Financial Literacy, Business Ethics	<ul style="list-style-type: none"> Event Marketing Plans Principles of Marketing The Business of Sports 	9 Weeks	
	Advertising & Promotion			<ul style="list-style-type: none"> Develop Ad Layouts Promote KCTC Programs Advertising Projects 	9 Weeks	
	Small Business & Entrepreneurship			<ul style="list-style-type: none"> Create Business Plans Explore Business Ownership Idea Pitch Project 	9 Weeks	
	Global Business & International Marketing			<ul style="list-style-type: none"> Global Business Practices International Trade Cultural Business Etiquette 	9 Weeks	
Year Two (B)	Travel & Tourism Marketing				<ul style="list-style-type: none"> Resort Marketing Plans State Tourism Project The Business of Disney 	9 Weeks
	Internet & Social Media Marketing				<ul style="list-style-type: none"> E-Commerce & Craig's list Twitter, Facebook & Youtube Develop Viral Videos 	9 Weeks
	Marketing Research & Survey Design				<ul style="list-style-type: none"> Develop & Collect Survey's Research Corporate Data Student Survey Project 	9 Weeks
	Retailing & Professional Selling				<ul style="list-style-type: none"> Principles of Selling Consumer Behavior Develop a Sales Presentation 	9 Weeks

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.