ENGAGE • EMPOWER • ENRICH

Department of Teaching and Learning
Career and Technical Education
Course Information

Marketing Co-Op
Course Credit: 2.0
Course Code(s): 822000
Grades: 11 - 12

Counselors are available to assist parents and students with course selections. Families may arrange to meet with counselors by contacting the school's counseling department.

COURSE DESCRIPTION

This is a concentration course in the following career clusters: Hospitality & Tourism; Law, Public Safety, Corrections & Security; Marketing. Students examine activities in marketing and business important for success in marketing employment and postsecondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and the impact of technology on the marketplace. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events. Cooperative education is a work-based learning experience that connects CTE classroom instruction with paid work experience directly related to the student's interests, abilities, and goals. Students will maintain continuous employment throughout the school year to achieve a minimum of 280 hours for the school year.

This course counts as an elective credit.

COURSE COMPETENCIES

Course competencies can be found in the Curriculum Guides section.

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PREREQUISITE

Introduction to Business and Marketing **OR**
AET Entrepreneurship II DE

WORK-BASED LEARNING EXPERIENCE

Cooperative Education

CREDENTIAL

Students are eligible to sit for the following credential:

Customer Service and Sales (NRF)

CAREER AND TECHNICAL STUDENT ORGANIZATION (CTSO)

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

BENEFITS OF CAREER AND TECHNICAL STUDENT ORGANIZATIONS INCLUDE:

- Provides a hand-on approach to learning
- Refines career objectives through realistic experiences
- Promotes awareness of new career opportunities
- Develops skills and responsibilities for being a role model and mentor
- Cultivates social development and awareness
- Develops a sense of community and volunteerism
- Develops an appreciation and understanding for cultural diversity
- Improves communication and decision-making skills
- Provides for personal development
- Develops interpersonal and leadership skills
- Develops responsibility and self-confidence
- Provides opportunities for recognition

LAB FEE

There is no lab fee for this course.

OPTIONS FOR NEXT COURSE

- Advanced Marketing Co-Op **OR**
- Advanced Marketing Co-Op Seminar DE **OR**
- Advanced Marketing Non-Co-Op **OR**
- Advanced Marketing Non-Co-Op Seminar DE

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