

Marketing Education

FACTS ...

- All four marketing classes will satisfy student's *Economics* requirement.
- Students can earn up to nine (9) college credits* toward an Associate's Degree in Business at any Idaho College/University (*must complete all four sections with a "B" average).
- Opportunities to experience and learn about business and marketing outside of the classroom..

**Abilities, Skills, and Knowledge
that are important to be successful in this field.**

ABILITIES

- Individual/team expression, initiative and creativity

SKILLS

- Develop skills necessary for careers in marketing, management & entrepreneurship

KNOWLEDGE

- Assume responsibility for self-improvement and self-discipline

Fact Sheet

Career Opportunities Include:

- Accounting
- Apparel & Accessories
- Automotive Services
- Travel & Tourism
- Hotel & Lodging Management
- Food Services
- Public Relations
- Restaurant Management
- Retail Merchandising
- Sports & Entertainment
- Marketing
- Business Research

Graduates of this program have been employed by:

- Target Stores
- Cricket
- Red Bull
- Albertsons
- JC Penney, Inc.
- Macy's



Employment Outlook & Salary Source: Department of Labor

Salary Ranges						
OCCUPATION	Years of Education Needed	Openings per year	Entry Salary per hour	ID Avg. Salary	NW Avg. Salary	U.S. Avg. Salary
Mktg Mgr	4+college	-	\$18.11	\$79,670	-	\$77,320
Sales Mgr	4+college	-	\$12.24	\$56,700	-	\$49,910
Ad Agency	4+college	-	\$9.15	\$44,950	-	\$43,360
Purchasing Mgr	4+college	-	\$14.53	\$60,640	-	\$54,970

**Dennis
Center
Course
Offerings**

<u>Marketing Education Overview:</u>		
PROGRAM/ YEARS	<u>CREDITS</u>	<u>WEEKS</u>
Marketing 1-2	2	36
Marketing 3-4	4	36
Marketing Co-op	4	36
Marketing Lab	1	18
Marketing Research	1	18

Program Description:

Students will learn:

- Job search and Career exploration
- Sports and Entertainment marketing
- Economics and free enterprise
- Entrepreneurship and starting own business
- Personal finance
- Selling skills
- Merchandising
- Advertising and promotion
- Stock Market
- Business management/Operations

Job Shadowing Opportunities: Are available with area companies

Program Costs:

Joining State and National DECA/Delta Epsilon Chi, an international association of High School and College Marketing Students
(Optional) membership fees of \$16.00

Program Selection Criteria:

Students are selected using the following criteria:

- Attendance
- Highest math level achieved
- Disciplinary actions
- Cumulative GPA
- Other: application, recommendations

Post-Secondary Education:

Tech Prep is a technical and academic post-secondary preparation program that enables students to earn college credits while still in high school. Tech Prep connects learning to career pathways and prepares students with technical skills, knowledge, and attitudes to enter high skill, high wage, or high demand occupations.

Transportation:

- Bus transportation is provided to and from the home high school to off-campus sites. Students who are completing an internship must provide their own transportation.

Contact Us:

For more information about the programs offered by the Dennis Center, please contact us at:

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or visit us at: http://www.boiseschools.org/schools/tech_center.html