

# Marketing Academy

**Location:** All academy coursework is taught at the high school.

## Summary

Marketing Academy students will have the opportunity to focus their studies on the fundamental principles of marketing. Students will develop marketing plans by analyzing customer needs and the market environment. Product development and pricing strategies, advertising and promotion planning, product distribution, and strategies for conducting market research will be explored in depth. Students will have the opportunity to investigate and analyze current marketing trends and campaigns including the recent introduction of e-marketing. Benefits for Academy students include a focused course of study, connections with the local professional marketing community, and opportunities to participate in activities created exclusively for academy members.

## Recommended Electives

- Statistics - AP
- Advanced Accounting and Finance - Honors

## Prerequisites

- Completion of Algebra I prior to enrollment in academy coursework.

## Successful Academy Students:

- Maintain a C average in all academy coursework.
- Complete a large-scale marketing project during the senior year.

9th Grade	10th Grade	11th Grade	12th Grade
English 9	English 10	English 11	English 12
Algebra I or above	Geometry or above	Algebra II or above	Mathematics
Science	Science	Science	Elective
U.S. History	American Government	World History	Elective
Lifetime Fitness/Health	Elective	Elective	Elective
Fine Arts	Elective	Principles of Accounting and Finance – Honors CT-420-1	Elective
Technology Education	Principles of Business and Management CT-410-1	Principles of Marketing – Honors CT-450-1	Advanced Marketing - Honors CT-460-1 or Microeconomics/ Macroeconomics - AP SO-608-1 (where available)

Shaded areas designate completer coursework.

## College Credit

Students who successfully complete the Marketing Academy program sequence, with a grade of B or higher in academy courses, may be eligible for credits at Howard Community College.

Sample Career Options		
< 4-Year Degree	4-Year Degree	> 4-Year Degree
Customer Service Representative Sales Representative Telemarketer	E-Marketing Specialist Marketing Research Analyst Public Relations Specialist Retail Management Sales Manager Supply Chain Manager	Advertising and Promotions Manager Brand Manager Field Marketing Manager Product Manager Promotions Manager