

# Advanced Marketing



Prerequisite: Any combination of Marketing courses equaling 2 or more credits

Course: 1367CT

Credits: 1

Length: 18 weeks

Placement: 10-12

## Course Description

**Are you ready to compete in our fast paced ever-changing world?  
Marketing is that dynamic force that helps drive business around the world.**

Marketing is :

- Focused on the customer (Target Market)
- The four P's (Product, Price, Place & Promotions)
- Planning an actionable marketing plan with strategies
- Creating a profit while making customers happy

All businesses, organizations and people need **MARKETING** so their customers or voters or prospective employers know about them. Without the proper **MARKETING**, a product will just sit on a shelf, a doctor will not have patients, an organization will not attract members or raise money for their cause, a politician will not have a great campaign, and a candidate for a job will not know about **MARKETING** themselves. DECA participation is highly recommended.

## Student Activities

Create a Job Fair      Create a Career  
Interview Portfolio  
Produce a Fashion Show  
Manage The Barber Shoppe  
DECA  
Mall Rotations

## Organizations

DECA is the CTSO for students enrolled in Business, Marketing or Finance courses.

## Certifications

School Based Enterprise

Student Cost: \$0    BBIA: \$0