

Marketing Management and Entrepreneurship

Suggested Sequence:

9th Grade: 5014 – Exploration of Marketing and Management

10th Grade: 5000 – Marketing and Management Principles I

11th Grade: 5001 – Marketing and Management II – Advanced Strategies

12th Grade: 5005 - Entrepreneurship

For more information contact:

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5014 EXPLORATION OF MARKETING AND MANAGEMENT

Grade level: 9, 10

Credit: 1

Prerequisite: Parental Permission

This course is designed to introduce and provide an overview of marketing, management, and related employment opportunities. Students will explore important marketing concepts, functions, communication, and interpersonal skills necessary for marketing and management careers.

5000 MARKETING AND MANAGEMENT PRINCIPLES I *

Grade level: 10, 11

Credit: 1

Recommended Prerequisite:

Marketing I is a study of marketing concepts and principles and their practical application. Students will examine risks and challenges that businesses face to establish a competitive edge. Subject matter includes economics, marketing foundations/functions with emphasis on selling, promotion, product/service management, pricing and distribution. In addition, this course will explore human resource and leadership development

**satisfies the economics requirement for graduation*

5001 MARKETING AND MANAGEMENT II – ADVANCED STRATEGIES

Grade level: 11, 12

Credit: 1

Recommended Prerequisite: Marketing and Management I

This course is a study of marketing concepts and principles used in management. Students will examine challenges, responsibilities and risks managers face in today's workplace. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development.

5005 ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT *

Grade level: 11, 12

Credit: 1

Recommended Prerequisite: Marketing and Management I

Entrepreneurship will provide students with the opportunity to analyze and evaluate the various aspects of business ownership in today's marketplace. Throughout this course students will relate the foundations of marketing and business management to real-life entrepreneurial endeavors. Students will learn to recognize business opportunities and develop a business plan. Subject matter will also include market analysis, site selection, staffing, financial management, and legal and ethical issues of business ownership.

**satisfies the economics requirement for graduation*

IMPORTANT NOTE:

Courses in the Marketing Management/Entrepreneurship focus as well as the Merchandising focus may be offered for articulation or dual credit through Columbia State Community College and/or MTSU.

Student Organization

DECA – An Association of Marketing Students is the co-curricular student organization exclusively for marketing students and one of the largest and most well recognized student organizations in the country. It provides students with opportunities for leadership development, personal growth, and school/community involvement. By joining DECA marketing students can compete, travel, meet people, and become leaders.

PHS DECA Chapter activities include: Regional, State, & National competitions; Soles4Soles shoe drive; Thanksgiving baskets; Angel Tree; Christmas stockings, Packages and cards to Soldiers; Staff Appreciation Luncheon, School spirit competitions and more.

Work-Based Learning

- PHS Marketing students have an opportunity to get on-the-job training through part-time employment in marketing related jobs such as those found in retail, wholesale, and service businesses, and restaurants.
- By participating in the Marketing Co-op Program students learn specific employment skills, apply elements of the curriculum to business situations, develop critical school-to-work transitional skills, and practice critical thinking and problem-solving skills.