

Merchandising

Suggested Sequence:

9th Grade: 5014 – Exploration of Marketing and Management

10th Grade: 5000 – Marketing and Management Principles I

11th Grade: 5022 – Retail Operations

12th Grade: 5001 - Marketing and Management II

For more information contact:

Jackie Stevens

Marketing, Merchandising and
Entrepreneurship

Fred J. Page High School

615-472-4731, ext. 3882

jackies@wcs.edu

5014 EXPLORATION OF MARKETING AND MANAGEMENT

Grade level: 9

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, 12

Credit: 1

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*

5022 RETAIL OPERATIONS*

Grade level: 11, 12

Credit: 1

Recommended Prerequisite: Marketing and Management I

This course will include the various components of the retail trade. The subject matter will include marketing concepts, economic concepts, information management, finance and risk management, distribution and inventory, buying and pricing, promotion, selling, customer service, and retail careers. In this course, the student will learn that retailing is a significant and vital component to the United States economy and is quickly becoming an integral part of the global economy. Throughout the course the student will be made aware of the importance of retailing in its various forms as the final step in getting products and services to consumers in the market place.

**satisfies the economics requirement for graduation*

5001 MARKETING AND MANAGEMENT II – ADVANCED STRATEGIES

Grade level: 11, 12

Credit: 1

Prerequisite: Marketing and Management I

This advanced course emphasizes marketing concepts and management functions performed by professionals. Students will examine challenges, responsibilities, and risks managers face in today's workplace. Marketing and Management II emphasizes the development of decision making skills so that students understand the impact of management-oriented challenges. Subject matter includes finance, entrepreneurship, risk management, marketing information systems, purchasing, human resource skills, and leadership development. Communication, interpersonal and mathematics skills are reinforced in this course.

IMPORTANT NOTE: Courses in the Merchandising focus as well as the Marketing Management/Entrepreneurship 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.