

# Marketing I

Students examine activities in marketing and business importance for success in marketing employment and post-secondary education. Students learn how products are developed, branded and sold to businesses and consumers. Students analyze industry trends and gain hands-on experience in the marketing of goods, services and ideas. Topics include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues and the impact of technology on the marketplace.

**High School Credits:** 1

**School Level:** High School

**Grade:** 11, 12

**Program:** CTE: Marketing