

Advanced Marketing II

This course provides more in-depth instruction into the field of marketing. Students participate in supervisory and management activities focusing on the marketing mix, purchasing, financing, human resources, global marketing, pricing and emerging technologies. Students prepare for advancement in marketing careers and post-secondary education. Students take the National Retail Federation Customer Service or Sales Exam.

High School Credits: 1

School Level: High School

Grade: 11, 12

Prerequisites:

Any marketing course

Program: CTE: Marketing