

MARKETING

PROGRAM OF STUDY:

A structured sequence of required core & CTE courses in a specific career field. As a result, students earn industry credentials or college credit toward an Associate's and/or Bachelor's degree during high school. For more information, visit: AZprogramsofstudy.org



IN THIS PROGRAM, STUDENTS:

- Demonstrate selling techniques & teamwork
- Understand economics & the marketing mix
- Research Sports Marketing and Travel & Tourism
- Perform hospitality & facility care
- Provide customer relations & quality services
- Experience providing food & hospitality support services
- Participate & compete in the student organization DECA
- Complete a work-based learning internship in Advanced Marketing

COURSE SEQUENCE:

MARKETING & HOSPITALITY:

- Marketing ^D
- Sports, Entertainment & Hospitality Marketing/NAF
(only offered at Kellis HS)
- Advanced Marketing/Work Experience ^D ^C
(National Academy of Hospitality & Tourism available at Kellis HS only.)

MARKETING SALES:

- Marketing ^D
- Sports, Entertainment & Hospitality Marketing/Sales
(at all HS except Kellis HS)
- Advanced Marketing/Work Experience ^D ^C

A CTE Mastery of Subject Endorsement may be added to a high school transcript upon completion of any CTE program. A student may earn multiple CTE endorsements.

^D Dual Enrollment

^C Core Credit for Economics Graduation Requirement

CAMPUS LOCATION:

Cactus HS
Centennial HS
Ironwood HS
Liberty HS
Peoria HS
Raymond S. Kellis HS
Sunrise Mountain HS
National Academy of National Tourism
available at Raymond S. Kellis HS

COLLEGE CREDIT HOURS:



These Dual Enrollment hours may apply toward:

- Certificate of Completion in Marketing
- Associate of Applied Science in Marketing
- Bachelor of Science in Marketing

COLLEGE PROGRAM PARTNER:

Glendale Community College
Arizona State University WP
Carey School of Business

STUDENT ORGANIZATION:



CERTIFICATION:

Hospitality Industry Certification
Preparation for MOUS Certification
Some certification tests occur after high school graduation and/or require industry experience.