

ACADEMY OF BUSINESS, ENTREPRENEURSHIP, SOFTWARE, TRANSPORTATION AND TECHNOLOGY (BEST2)



MARKETING AND ENTREPRENEURSHIP

SUNNYSIDE HIGH SCHOOL

THE BUSINESS OF PROMOTING AND SELLING PRODUCTS AND SERVICES IS AS REWARDING AS IT IS CHALLENGING.

At Sunnyside High School, students learn to develop marketing plans as they are introduced to the fundamentals of selling, promotion, pricing, product planning, distribution, and marketing information management.

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT IN HIGH SCHOOLS AND COLLEGES AROUND THE GLOBE. WITH A NEARLY 70-YEAR HISTORY, DECA HAS IMPACTED THE LIVES OF MORE THAN TEN MILLION STUDENTS, EDUCATORS, SCHOOL ADMINISTRATORS AND BUSINESS.

<http://www.deca.org>

COURSE SEQUENCE

Marketing Management & Entrepreneurship - DECA

Grade: 10 | 11 *Prerequisite: none*

This course is designed for students who plan to enter the exciting field of sales and marketing. Some of the useful skills learned are leadership skills, application/job interview, cash register operation, basic selling and advertising/display. Many other interesting topics that help in the understanding and in gaining working experience in the world of work are covered. Sales and Marketing students join the DECA Chapter for conferences and other co-curricular activities throughout the year.

Professional Sales & Marketing - DECA

Grade: 11 | 12 *Prerequisite: Marketing Management & Entrepreneurship*

This course prepares students to perform marketing functions and tasks as they relate to selling and retailing. Skills covered include human relations communication, advanced selling, advanced advertising display, and understanding taxes. Sales and Marketing students join the DECA Chapter for conferences and other co-curricular activities throughout the year. Upon successful completion of the two-year program students will receive credit toward their graduation requirement of "American Economic Institutions."

Advanced Applications Professional Sales Marketing

Grade: 12 *Prerequisite: Professional Sales & Marketing*

This course provides Marketing, Management, and Entrepreneurship students an opportunity to engage in learning through participation in a structured work experience that can be either paid or unpaid and does not necessarily require classroom instruction that involves the application of previously developed Marketing, Management, and Entrepreneurship knowledge and skills. However, the Internship does require applications directly related to the Technical Standards of the Marketing, Management, and Entrepreneurship program.