

Marketing

Students will learn how products are developed, branded, and sold. They will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas and be prepared for success in postsecondary education and employment. Topics include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and changes in the marketplace. Contextual instruction and student participation in co-curricular career and technical student organization (CTSO) activities will develop leadership, interpersonal, and career skills.

Credits 1

Grades

9, 10, 11, 12

Course Designation

Virtual Prince William (VPW)

Schools

Battlefield High School

Forest Park High School

Freedom High School

Gar-Field High School

Patriot High School

Woodbridge High School

Prerequisites

None