

# Marketing

## Marketing Courses

### Advanced Fashion Marketing

This advanced-level course prepares students for a career in the global fashion industry. Students gain deeper knowledge of the field and apply skills in marketing. Students explore sustainability, social responsibility, entrepreneurship, technology applications, buying, portfolio development, and careers. Academic skills related to the content are part of this course. 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**

11, 12

**Course Designation**

Weighted (0.5W)

**Schools**

Battlefield High School

Freedom High School

Gar-Field High School

Hylton High School

Potomac High School

**Prerequisites**

[Fashion Marketing](#)

### Fashion Marketing

This course leads students into the exciting and ever-changing world of fashion. Students gain knowledge of marketing as it relates to the fashion industry. From brick-and-mortar retail establishments to online retail and social media marketing, students will explore aspects such as trends, technology, the buying process, visual merchandising, the nature and history of fashion and fashion designers, and the global impact of the fashion industry on the economy. Academic skills related to the content are part of this course. 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**

10, 11, 12

**Schools**

Battlefield High School

Colgan High School

Freedom High School

Gar-Field High School

Hylton High School

Potomac High School

Patriot High School

**Prerequisites**

None

### International Business and Marketing

Opportunities in Global Trade is a specialized course for students with a career interest in the field of international trade. Students gain an understanding of marketing concepts and strategies in the global marketplace, Virginia's role in global commerce, and trade challenges associated with import/exports, as they examine the global economy.

International marketing plan, structures of international business organizations and the influence of culture on business activities are integral components of this course. Students investigate careers and professional development opportunities in global marketing.

**Credits** 1

**Grades**

11, 12

**Schools**

Hylton High School

**Prerequisites**

None

## 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

## Opportunities in Hospitality and Tourism

This course examines the components of the hospitality and tourism industry, including attractions, lodging, transportation, and food and beverage. Other topics include the history, political, social, and cultural impacts hospitality and tourism have had on local, state, and global environments. Students will develop competencies in the areas of communication, customer service, marketing, industry technology, economics, and management functions, and will be provided with opportunities for hands-on, real-world applications.

**Credits** 1

**Grades**

10, 11, 12

**Schools**

Unity Reed High School

**Prerequisites**

None

## Sports and Entertainment Management

Students will build on prior knowledge of sports and entertainment marketing. This course focuses on the principles of management and planning supported by research and by financial, economic, ethical, and legal concepts. Students will be able to plan and execute an event, establish a sports, entertainment, or recreation marketing product/business, and develop a career plan. 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**

11, 12

**Course Designation**

Weighted (0.5W)

**Schools**

Battlefield High School

Colgan High School

Forest Park High School

Gainesville High School

Hylton High School

Osborn Park High School

Patriot High School

Potomac High School

**Prerequisites**

[Sports and Entertainment Marketing](#)

## Sports and Entertainment Marketing

This course helps students develop a thorough understanding of fundamental marketing concepts and theories as they relate to the sports and entertainment industries. Students will investigate the components of customer service, branding, product development, pricing and distribution, business structures, sales processes, digital media, sponsorships and endorsements, as well as promotion needed for sports and entertainment events. The course explores career options and develops workplace readiness skills. 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**

10, 11, 12

**Course Designation**

Virtual Prince William (VPW)

**Schools**

Battlefield High School

Colgan High School

Forest Park High School

Freedom High School

Gainesville High School

Gar-Field High School

Hylton High School

Osborn Park High School

Patriot High School

Potomac High School

Woodbridge High School

**Prerequisites**

None

## Strategic Marketing

In this course, students learn to leverage marketing activities to best differentiate themselves and their businesses. They will participate in supervisory and management activities focusing on the marketing mix, purchasing, financing, human resources, global marketing, pricing, distribution, selling, operations research, and promotion. Students will prepare for marketing careers and postsecondary education, continuing to enhance self-presentation, communication, and leadership skills. 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**

10, 11, 12

**Course Designation**

Weighted (0.5W)

**Schools**

Battlefield High School

Freedom High School

**Prerequisites**

[Marketing](#)