



# Bridges Career Academy

## Marketing

*Little Falls High School*

Acquire the skills necessary to be a leader in the field of marketing, sales, promotion, and entrepreneurship. Preview post-secondary business and marketing curriculum from the National Distributive Education Club of America (DECA) and the National Business Education Association.

### Academic Courses

- Intro to Marketing
- Advanced Marketing I
- Sales Promotion
- Sports and Entertainment Marketing
- Marketing II
- Social Media Marketing

### Career Experiences

- Learn from industry speakers
- Attend the Bridges Career Exploration Day or other regional career fairs
- Work with local businesses/school
- Tour local businesses

### Completion Standards

COMPLETE



**3 of 4 courses**

GRADES

**B** ↑

active  
**DECA**  
member

Earn a **certificate**  
and **green cord**  
at graduation



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### Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Written communication skills
- Ability to work with customers
- Ability to coordinate materials supply and demand
- Problem solving skills



Bridges Career Academies  
& Workplace Connection

# Marketing Career Academy

## Little Falls High School

The Marketing Career Academy allows students to acquire the skills necessary to be a leader in the field of marketing, sales, promotion, and entrepreneurship. The courses provide students an opportunity to preview post-secondary business and marketing curriculum. The Academy offers curriculum from the National Distributive Education Club of America (DECA) and the National Business Education Association.

### ACADEMY COURSES

#### **Intro to Marketing** — .5 High School Credit

A fun and informative class designed to introduce the student to the most successful business systems in the world. Emphasis will be placed on the marketing segmentation, target marketing, brand development, product life cycle, developing new products, distribution, and research, pricing strategies, and developing a marketing plan.

#### **Advanced Marketing I** — .5 High School Credit

Students will have the opportunity to participate in individual or team activities while creating and researching for a prepared event at DECA competitions if they choose. Students will be able to choose between activities such as carrying out market research studies for real area businesses, planning promotional campaigns, working on community service-based projects, setting up potential web-based businesses, and preparing employment training programs.

#### **Sales Promotion** — .5 High School Credit

This course will acquaint students with basic techniques in selling and promotion activities. Students will use skills acquired in this course to promote and sell a product and prepare the marketing activities associated with bringing a product to the market. The completion of the course will have students use their own creativity in completing an advertising campaign.

#### **Sports and Entertainment Marketing** — .5 High School Credit

This course is a must for those interested in sports and entertainment. It uses sports and entertainment to learn about the basic functions of marketing and how they apply in the sports and entertainment world. Students will complete a computerized simulation where they will run a football organization and must control the marketing aspects for their team while they compete in simulated football games.

#### **Marketing II** --.5 High School Credit

This course will allow students to pick from a variety of different marketing activities, projects, or simulations based on their interests. Students will work with the teacher to determine their best path in completing a project to meet the standards for a marketing or business course. Options within the class include Marketing Campaigns, Social Media Promotion, Start-up Business Plans, Financial Literacy Promotion, Entrepreneurship Promotion, Public Relations Promotion, and many other choices available. Many of these options can be utilized for DECA competition.

#### **Social Media Marketing** -- .5 High School Credit

Social Media Marketing is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relations with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. Students will gain an understanding of foundational concepts; creating practical, hands-on projects; and experiencing social media marketing through an online simulation. Social media platforms will include Facebook, Instagram, Twitter, YouTube along with others. Digital advertising will also be introduced into this course. This is one of the courses a student can take to prepare for DECA competition. This course meets a requirement of the Bridges Marketing Academy.

-MORE-



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## COMPLETION STANDARD

Students must complete four out of six courses listed and earn a grade of 'B' or higher in each course. Students must also be an active DECA member.

## CAREER EXPERIENCES

Students will explore and research careers with industry speakers and participate in Bridges Career Exploration Day and other career fairs. In addition, students will work with local businesses to review inventory strategies, work with Activities Director to develop materials for school sport activities, create event flyers, and visit a local accounting firm, local business owners and interview business owners.

## JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Written communication skills
- Ability to work with customers
- Ability to coordinate materials supply and demand
- Problem solving skills

**CAREER OPTIONS:** [www.careerwise.minnstate.edu/careers](http://www.careerwise.minnstate.edu/careers)

**JOB OUTLOOK:** [www.careerwise.minnstate.edu/jobs](http://www.careerwise.minnstate.edu/jobs)

**POSTSECONDARY PROGRAMS:** [www.careerwise.minnstate.edu/education](http://www.careerwise.minnstate.edu/education)



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