



Marketing & Entrepreneurship

Program Description

In Marketing & Entrepreneurship, students will be creating new virtual businesses that will compete with over 5000 other student driven virtual businesses around the world. Their class period will be utilized to complete the daily tasks that are necessary to run a business. Students will learn business and marketing basics. This includes all activities related to moving a product from manufacturer to final customer. Students gain realistic professional experience through membership in DECA, an international association of high school and college students studying marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and service. DECA is co-curricular and designed to increase a student's knowledge of marketing principles, leadership skills, personal and professional development. Skills and knowledge learned in class and through DECA are put into practice through the student-driven school based enterprise, Bodega Gift and Snack Shop. Field trips, guest speakers and an annual fashion show expose students to real world examples. DECA members receive an annual \$1000 scholarship at Northwood University, in addition to credit articulation agreements with several additional schools.

Related Professions

- Sales Representatives/Purchasing Representative
- Financial Planner/Accountant
- Entrepreneur/Human Resource Manager
- Public Relations/Marketing Representative
- Management/Administration

Articulations:

Davenport University (up to 30 credits)

Delta College:

- ENT 131 Small Business Management
- MGT 243 Principles of Marketing
- MGT 245 Principles of Management

Ferris State University:

- Marketing Elective-3 credits

Mott Community College (2-11 Credits)

- BUSN 255-Principles of Marketing
- MKTG 159-Marketing Management Coop
- MGMT 183-Small Business Management
- MGMT 184-Intro To Entrepreneurship

Possible Certifications:

ASK Certification-

Assessment of Skills and Knowledge of Business

VE NOCTI National Assessment

Program Success Indicators

Academic

- Be able to listen, read, and follow verbal and written directions/instructions
- Be able to add, subtract, multiply, and divide whole numbers
- Calculate percentages and work with decimals
- Knowledge of Windows, Word, Excel, PowerPoint, Access, Internet, and email
- Be able to demonstrate communication, spelling, and grammar skills

Interpersonal

- Demonstrate good work ethic/good attendance
- Dependability, responsibility, honesty, integrity, and courtesy
- Demonstrate teamwork skills; be able to teach/train other people; serve customers
- Belief in own self worth and maintain a positive self esteem
- Be able to follow safety rules and work safely

Program specific

- Enjoy hands-on, inside, organized, structured work environment
- Handle constructive criticism
- Pay attention to detail, locate and fix errors, proofread own work for accuracy
- Be able to keep business related matters in strict confidence
- Demonstrate flexibility and adaptability with frequent interruptions
- Be able to apply technology to specific tasks, maintain and troubleshoot hardware and software
- Be able to evaluate data, organize and maintain files, and use computers to process information

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