

Great news about Marketing Management Tech Prep at Stebbins High School

- Earn up to 9 semester hours of college credit the first year
- Be with your friends and in your activities at Stebbins High School
- Eligible to earn a \$3,000.00 Sinclair Community College
- Run the school store
- Practice your skills in student organizations such as DECA and Business Professionals of America

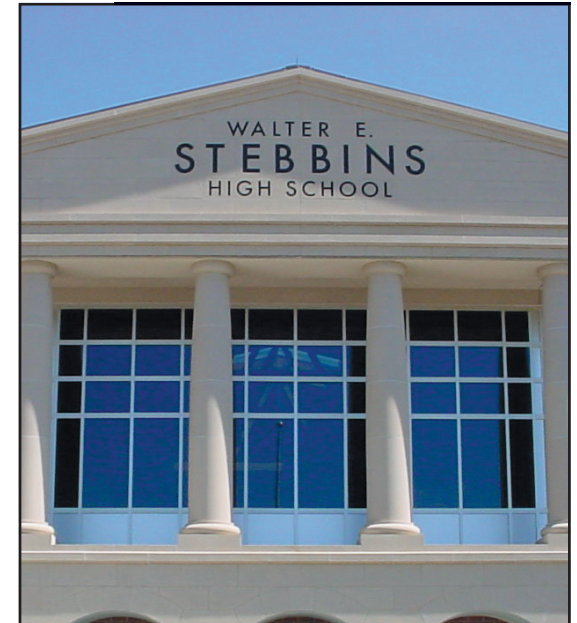
How do I qualify for Marketing Management?

- Take a college prep curriculum
- Have a minimum GPA of 2.0
- Earned at least a C in Algebra I by the end of your Junior year
- Be interested in a career in business management, finance, marketing, or operations management



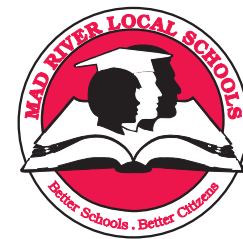
Walter E. Stebbins High School
1900 Harshman Road • Dayton, Ohio 45424

MARKETING MANAGEMENT



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Dayton, Ohio 45424



Career – Technical Education
937.237.4250



MARKETING MANAGEMENT



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Program Overview

Do you...

- Enjoy convincing others to believe your point of view?
- Have strong communications skills?
- Possess a desire to lead?
- Like planning and executing projects of all sizes?
- Enjoy working on a team?
- Want to work in a creative, dynamic environment?

What you will learn

- What marketing is
- How companies choose their logos and slogans
- How market research works and how to conduct it
- How to advertise in a variety of media
- Why branding is so important and how to use it
- The latest online marketing tools and trends
- How to develop integrated marketing campaigns
- How to manage and operate a retail business

Careers

Almost one third of all Americans are employed in a marketing-related field! Be prepared!

Career Fields:

- Advertising & Public Relations
- Marketing Logistics (Physical Distribution)
- Marketing Research
- New Product Planning
- Non-Profit
- Product Management
- Purchasing
- Retailing
- Sales and Sales Management

Career Outlook:

According to the U.S. Department of Labor, Bureau of Labor Statistics (Bulletin 2540),

“Employment of advertising, marketing, promotions, public relations, and sales managers is expected to grow faster than average (an increase of 21 to 35%) for all occupations through 2012, spurred by intense domestic and global competition in products and services offered to consumers.”

Community Involvement

Business Professionals of America (BPA)

BPA is the leading CTSO (Career Technical Student Organization) for students pursuing careers in business management, office administration, information technology and other related career fields. Over 51,000 members participate in over 2,300 chapters in 23 states to offer curriculum based on national standards. Leadership positions are available for students to run at the local, regional, state, and national levels. Stebbins High School has a well-established reputation of placing students at all leadership levels! Competitive events prepare students to succeed and assess real-world business skills and problem solving in their career field.

DECA

Marketing students will also participate in DECA as part of a co-curricular study in Tech Prep. Over 185,000 students participate in DECA internationally to develop skills and leadership beyond what the classroom can provide. DECA gives students a chance to explore a variety of marketing careers in real-world competitive events, network with marketing professionals, build a strong college application, and earn scholarships.

School Store

The One Stop Indian Shop serves as a learning lab for business students. Marketing class projects are designed to incorporate real-world problem solving by providing students retail, merchandising, inventory management, business management, and accounting experience through the school store.