

## Retailing & E-tailing

**1/2 Credit**      **10th—12th grade**

Students will have the opportunity to develop skills that involve electronic media techniques necessary for a business to compete in a global economy.

Students will coordinate online and off-line marketing. Students will demonstrate critical-thinking skills using decision-making models, case studies, various technologies, and business scenarios.

Students will be able to practice their skills by working in our school store, The Spot, as well as using Virtual Business, a simulation in the retailing industry.

## DECA

### What is DECA?

DECA is a co-curricular organization of students enrolled or interested in a marketing class. Students learn to apply classroom instruction in everyday business settings through real experience. DECA is about leadership, networking and friendship!

DECA has approximately 5,000 high school chapters across the United States., and boasts over 172,000 high school members across the country.

### Who can join DECA?

Any student that has taken a marketing class in a previous year or is enrolled in a marketing class (1st or 2nd semester of the current year), is eligible to join DECA at their home campus.

### Who should join DECA?

- College bound students thinking of majoring in Business, Marketing, Advertising, Graphic Design, plus many more
- Students thinking of possibly owning their own business
- Students that want to prepare for college and the real world
- Students interested learning leadership, management and networking skills

**DECA provides students an opportunity to develop their character through:**

- Competence
- Integrity
- Innovation
- Teamwork

**ADVERTISING/SALES  
PROMOTION**

**AND**

**RETAILING & E-TAILING**



**“Developing future  
leaders in marketing,  
management &  
entrepreneurship.”**

## Student Work



## Advertising & Sales Promotion

1/2 Credit      10th—12th grade

Advertising and Sales Promotion is designed as a comprehensive introduction to the principles and practices of advertising.

Students will gain knowledge of techniques used in current advertising, including print, broadcast, and digital media.

The course explores the social, ethical, and legal issues of advertising, historical influences, strategies, and media decision processes as well as integrated marketing communications.

The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

All students taking this course will have the opportunity to create advertisements for our school store, The Spot, as well as developing ad campaigns for other organizations within the CTE Center.

## Student Work

