

## Have an interest in Marketing, Entrepreneurship, Distribution and Logistics?

- This pathway will give you an idea about what employment is like in fields relating to marketing, branding, advertising, entrepreneurship, distribution and logistics.
- Throughout the three courses of the pathway you will learn about employability skills, management and entrepreneurship, professional sales and marketing, buying and merchandising, marketing communications and promotion, marketing information management and research, distribution and logistics, global marketing, and emarketing.



Distributive Education Clubs of America (DECA) enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.

DECA is the Career Technical Student Organization (CTSO) for this pathway. Students will have opportunities to compete with other schools in the state and nationally. This CTSO also serves as a networking platform for students and offers scholarships for college.



## MARKETING MANAGEMENT PATHWAY

### TEACHERS:

**PAMELA SULLINS**  
psullins@paulding.k12.ga.us

**STEPHEN CONRAD**  
sconrad@paulding.k12.ga.us

## Principles of Marketing Course 1

Principles of Marketing teaches students all the ways fulfills consumer and business needs and wants for products and services. Students obtain basic knowledge of marketing, employability skills, economics, entrepreneurship, human resources, operations, strategic management, and strategies in global marketing.

Students will engage in hands-on learning through presentations and marketing documents.



## Marketing and Entrepreneurship Course 2

Marketing and Entrepreneurship starts a greater detailed study of marketing while focusing on management with specific focus on small business ownership. Marketing and Entrepreneurship builds up on and experiments the concepts learned in Principles of Marketing with realistic scenarios which test the concepts. Marketing and Entrepreneurship analyzes the qualities needed to be successful in business and focuses on the role of a supervisor.



## Marketing Management Course 3

Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales.

Work-Based Learning opportunity is also available through the Pack Shack.

