

Marketing Electives

W.T. Woodson High School
2012-2013

If your son/daughter is considering a major or minor in business, start the foundations now in high school. They will be better prepared for their college courses and future careers.

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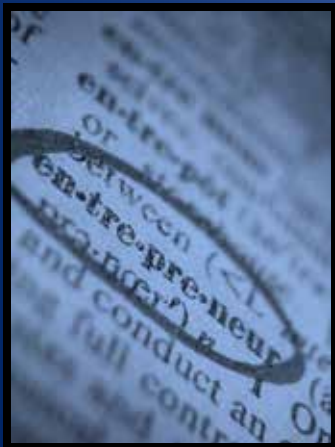
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<u>Introduction to Marketing</u>	(9 th /10 th)
<u>Fashion 1 Marketing</u>	(10 th /11 th)
<u>Sports & Entertainment Marketing</u>	(10 th /11 th)
<u>Advanced Sports & Entertainment Marketing</u>	(11 th /12 th)
<u>Advanced Marketing</u>	(11 th /12 th)
<u>Global Marketing</u>	(11 th /12 th)
<u>Cooperative Education</u>	(11 th /12 th)
<u>DECA, An Association of Marketing Students</u>	
<u>Diploma Seal & Certifications</u>	
<u>Recommended Course Pathway for Mktg Students</u>	

Introduction to Marketing

- Become an Apprentice and learn the basics of business and marketing in an active learning environment!
- Create your own Simulated Lemonade Stand
- Watch and analyze episodes of The Apprentice/Undercover Boss
- Create a new product for a chosen target market/consumer set
- Learn the basics of business and personal finance
- Compete in Principles of Business Role-Plays with DECA, An Association of Marketing Students



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Fashion 1 Marketing

- Read and analyze Teen Vogue and In Style
- Watch Fashion Shows like Project Runway
- Assist in the annual Woodson Fashion Show Production
- Travel to New York City- East Coast Fashion Center
- Plan and present your own Wedding Portfolio
- Become a Personal Shopper for your friends
- Create your own accessories during class craft days
- Learn fashion terminology and concepts that prepare you for a future in the industry as a buyer, fashion consultant, or boutique store owner!



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Sports & Entertainment Marketing

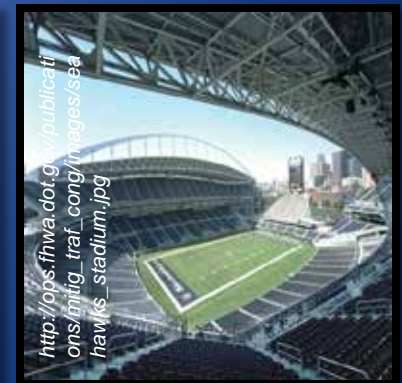
- Develop Fantasy Football teams and market the home city while playing during the NFL season!
- Create a commercial and develop product branding ideas
- Travel to the Verizon Center and meet Monumental Sports Executives
- Create stadiums for fantasy teams
- Analyze Super Bowl commercials and logos/slogans
- Develop and understanding of economic impacts of the sports and entertainment industries



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Advanced Sports & Entertainment Marketing

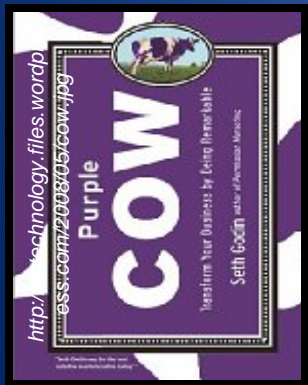
- Look at Sports and Entertainment Industries from an agent/manager point of view!
- Write contracts for teachers and student athletes
- Field Travels to New York City to have hands on experiences
- Work with fantasy football and the BCS
- Review marketing techniques in music, television and movie industries
- Study the racing industries of horses and cars!
- Make mini movies and videos and commercials



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Advanced Marketing

- Create a Business Plan based on any company you would ideally want to form as an entrepreneur!
- Watch and analyze episodes of The Apprentice
- Read and discuss the Purple Cow & the Big Moo by Seth Godin and how the role of advertising in society is changing
- Create forms of promotion for Woodson events and organizations- apply what you have learned and see your work in action!
- Learn how to be a successful employee, manager and entrepreneur



<http://www.notcot.com/images/entrepreneur1.jpg>



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Global Marketing

- Plan and organize “Country Day” complete with food and guest presenters!
- Create video profiles of international countries and international businesses
- Learn to do business in other countries; learn to kiss or bow or shake hands!!!
- Research International marketing practices thru projects and presentations practices
- Field Studies either in New York City or Washington, D.C



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Cooperative Education

Course option if a student is enrolled in a Marketing Course

- Earn high school credits through work experience.
- Apply marketing skills from the course
- One or Two Extra Course Credits, depending on hours on the job worked for the school year.
- Early Release From School



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W. T. WOODSON HIGH SCHOOL

DECA™

- Professional Guest Speakers
- Quarterly Luncheons and breakfast meetings
- Group sporting events and social activities
- Local, State, and National Competitions
- College Scholarships
- Great networking experiences for your resume!



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Diploma Seal & Certifications

All Marketing Students Eligible

- A student may earn the Career and Technical Education Seal on their diploma as long as they are a program completer
- Students who have passed two sequential marketing classes with a B or better year-end grade, will receive the seal on their diploma
- Marketing students also have the option to become certified in Sales and Customer Service with the National Retail Federation (<http://www.nrf.com>)



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Recommended Course Pathways for WTW Marketing Students

FRESHMEN YEAR	SOPHOMORE YEAR	JUNIOR YEAR	SENIOR YEAR
Introduction to Marketing	Fashion Marketing	Advanced Marketing *Cooperative Education	Global Marketing *Cooperative Education
Introduction to Marketing	Sports & Entertainment Marketing (SEM)	Advanced Sports & Entertainment Marketing *Cooperative Education	Advanced Marketing or Global Marketing *Cooperative Education
	Sports/Enter. Mktg or Fashion Marketing or Introduction to Mktg	Advanced SEM or Advanced Mktg *Cooperative Education	Advanced Marketing or Global Marketing *Cooperative Education

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