



# Sales & Marketing

## Program Description

Sales & Marketing program's first year students will learn business and marketing basics. This includes all activities related to moving a product from manufacturer to final customer. Second year students will explore business ownership by creating a business plan and how to build wealth through investments. Students gain realistic professional experience through membership in DECA, an international association of high school and college students studying marketing, management, entrepreneurship, finance, hospitality and marketing sales and service. Sales and Marketing students have the opportunity to compete against students both locally and internationally in exercises developed to challenge their newfound skills. DECA is co-curricular and designed to increase a student's understanding of marketing principals, leadership skills, personal and professional development. Skills and knowledge learned in class 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. Students obtain college credit through articulation agreements with Mott College, Baker College, Delta College and scholarships available for Northwood University. This program gives its students interested in Sales and Marketing a money saving head start into college and real world experience in business.

## Related Professions

- Sales Representatives
- Financial Planner
- Entrepreneur
- Public Relations
- Management

### Lapeer County Education and Technology Center

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### Articulations:

**Davenport University (up to 30 credits)**

**Delta College:**

- ENT 131 Small Business Management
- MGT 145 Principles of Sales
- MGT 243 Principles of Marketing
- MGT 245 Principles of Management
- MGT 247 Principles of Retailing

**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**

## 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

**Instructor:**

**Carrie Turner**

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