

Marketing

Marketing is a course designed to enable students to understand and apply marketing, management, and entrepreneurial principles; to make rational economic decisions; and to exhibit social responsibility in a global economy. Students are given a step-by-step introduction to creating marketing plans, and are also involved in DECA activities that help students feel more confident using the skills they've learned. This course lays the foundation necessary for students to succeed in Entrepreneurship and/or E-Commerce.

Pre-requisite: None

Entrepreneurship

Entrepreneurship is a course that will give students the information and decisionmaking

skills necessary to start a small business and make it grow. It also benefits students who don't start or run their own business. It helps all students understand their roles as consumers. There is emphasis on developing a Business Plan. Throughout the course, students will relate the foundations of marketing to real-life entrepreneurial endeavors. Students will also become familiar with Entrepreneur U which is a web sit created by DECA through a grant funded by the Kauffman Foundation to inform students about the opportunities for studying entrepreneurship beyond high school. This course may be taken for dual credit with Cochise College.

Pre-requisite: (0804) Marketing

E-Commerce

E-Commerce helps develop skills students can use to succeed in their careers. E-Commerce teaches students that e-commerce involves more than running an online business. Students learn that starting a Web site requires research, strategy, and planning. Making that Web site a success requires careful set-up, planned decisions regarding merchandising, buying, pricing and shipping, marketing know-how and attention to service.

Students will learn every facet of electronic commerce. They will learn about Web success stories; they'll work through hands-on e-projects; and they'll discover how to use their skills in reading, science, math and technology to resolve e-commerce questions. The curriculum for this class is aligned with the Innovation Frontier Arizona goals and strategies. This course may be taken for dual credit with Cochise College.

Pre-requisite: (0804) Marketing and/or (0803) Entrepreneurship

Small Business Management

(BUS 283) Analysis of the practical problems of organizing and managing a successful small business, practical problems in marketing, research, financial analysis and control, budgeting, management, and organization for small businesses are emphasized. It is recommended this course be taken as a summer workshop opportunity through Cochise College.

Pre-requisite: (0804) Marketing

Recommended: (0803) Entrepreneurship and (0810) E-Commerce