Marketing/Entrepreneurship

▶ Is this course right for you?

Do you enjoy using your creative talents to promote ideas? Do you aspire to own your own business and be your own boss? Do you find satisfaction in providing great customer service?
If this sounds like you, then this course is for you.

Credits // Certification

- 4th Related Math Credit
- Visual Performing & Applied Arts Credit
- College Credit (Articulation):
  Baker College, Davenport University,
  Kalamazoo Valley Community College

Eligibility // Prerequisites

- none

Career Data // Jobs

account manager, advertising agent, corporate sales/marketing, department team leader, entrepreneur, fashion merchandise buyer, manufacturer's representative, public relations specialist, regional merchandiser, retail sales clerk, social media manager, sports marketing, store manager, supply chain manager, VP of communications for non-profit agency

**For salary information go to:
http://snipurl.com/salaryinfo**

"I have learned so much and the projects we do helped me a lot. I found a great job as a marketing assistant for a non-profit organization, and the skills I have acquired from this class make my job so much easier."

- Logan Dankert, Comstock Alumna

Marketing/Entrepreneurship
Business, Management, Marketing & Technology Pathway

Marketing is the process of planning, pricing, promoting, selling and distributing ideas, goods or services to create exchanges that satisfy a customer.

Course work teaches the principles of advertising, display, sales, merchandising, economics and marketing in a global economy. Students train in techniques that businesses and organizations use to persuade consumers to buy products or use services. Students will learn about types of social media and the social media strategies businesses utilize to meet their marketing goals. This exciting course teaches many transferable skills that students can use immediately in the workplace or to pursue a business degree at a postsecondary institution.