



Marketing

Marketing Academy students will learn the skills needed to develop and execute strategies to maximize profits for the promotion of a product, service, or brand. This hands-on academy will look beyond what is being marketed and consider how it can be adjusted to meet the demographic and psychographic demands of consumers. Ethical and financial outcomes are also considered in this career academy which encourages learners to test their marketing knowledge in realistic simulations.

Career Options

- Market Analyst
- Market Research Consultant
- Project Manager
- Business Development Manager
- Vice President of Marketing
- Marketing Director
- Account Supervisor
- Commercial Lines Manager
- Commercial Marketing Specialist
- Market Development Manager
- Marketing Coordinator

Where do Marketing Sales, Management & Service workers most often work?

- Management of Companies and Enterprises
- Professional, Scientific, and Technical Services
- Insurance Carriers and Related Activities
- Computer and Electronic Product Manufacturing
- Credit Intermediation and Related Activities

Required Courses

- Word Processing/Keyboarding I
- Computer Applications (MOS Certification)
- Introduction to Computer Technology
- Sports & Entertainment Marketing
- Graphic Design
- Web Design & Application/Coding
- Introduction to Public Speaking
- College Introduction to Business
- Work Seminar
- Real-World Experience

Recommended Courses

- AP Statistics or Statistics
- AP Psychology
- Psychology of Human Behavior
- Yearbook
- Introduction to Photoshop
- AP/College Economics
- Technical Writing

Visit our website for more information at BemidjiCareerAcademies.com

All students are REQUIRED to complete 40 hours of these in order to graduate with an ACADEMY AWARD.

JOB-SHADOWING • INTERNSHIP • WORK-BASED LEARNING